

MEDIAWEEK

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To Market, To Market...

to buy time for kids...the prices went up...and so did the bids **PAGE 7**

CHILDREN'S TV

Many Ways To Raise Kids Viewers

Fox, ABC, WB, CBS try varied tacks with fall skeeds

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Martha Inc. Sets Up Shop

The doyenne of do-it-right talks about her company

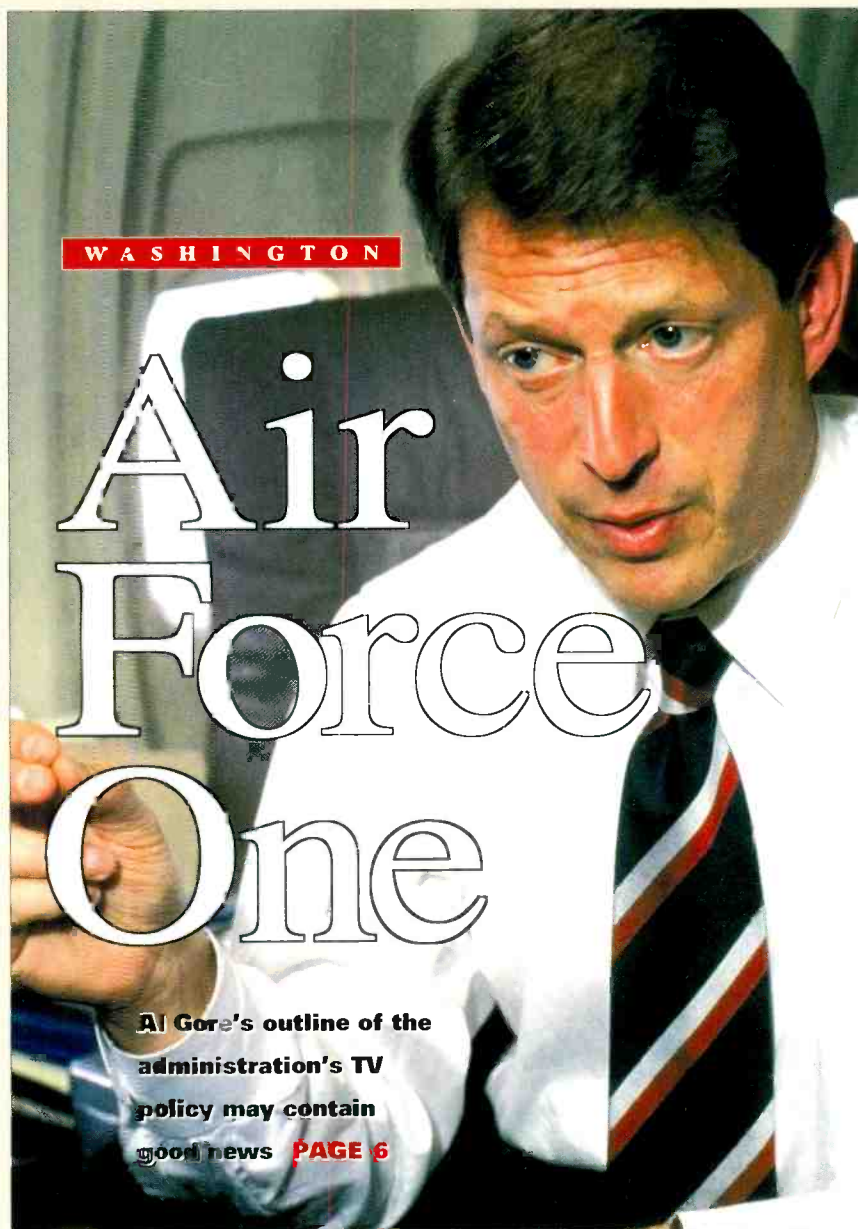
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CABLE TV

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WASHINGTON

Air Force One

Al Gore's outline of the administration's TV policy may contain good news **PAGE 6**

MARKET INDICATORS

National TV: Slow

Scatter is on hold as buyers and sellers thrash out kids upfront. Second-quarter option pickups are at a healthy, 95 percent rate.

Net Cable: Healthy

The first-quarter scatter market is picking up steam, at least for networks selling the 18-49 demc. A flood of packaged-goods dollars has entered the market.

Spot TV: Sluggish

January finished off slowly; February is expected to post marginal gains. Packaged goods are up and autos are picking up for spring; most other categories are flat or down.

Radio: Flat

Little change on the horizon. Dallas and New York are showing moderate signs of life, but it's nothing to write home about. Retail is helping to keep the market afloat.

Magazines: Mixed

Cosmetics and food are sluggish, but drugs & remedies seems to be strengthening. Automotive is good for weeklies and mass books, but special-interest monthlies are missing out. Luxury items are hot.





In the past two years,

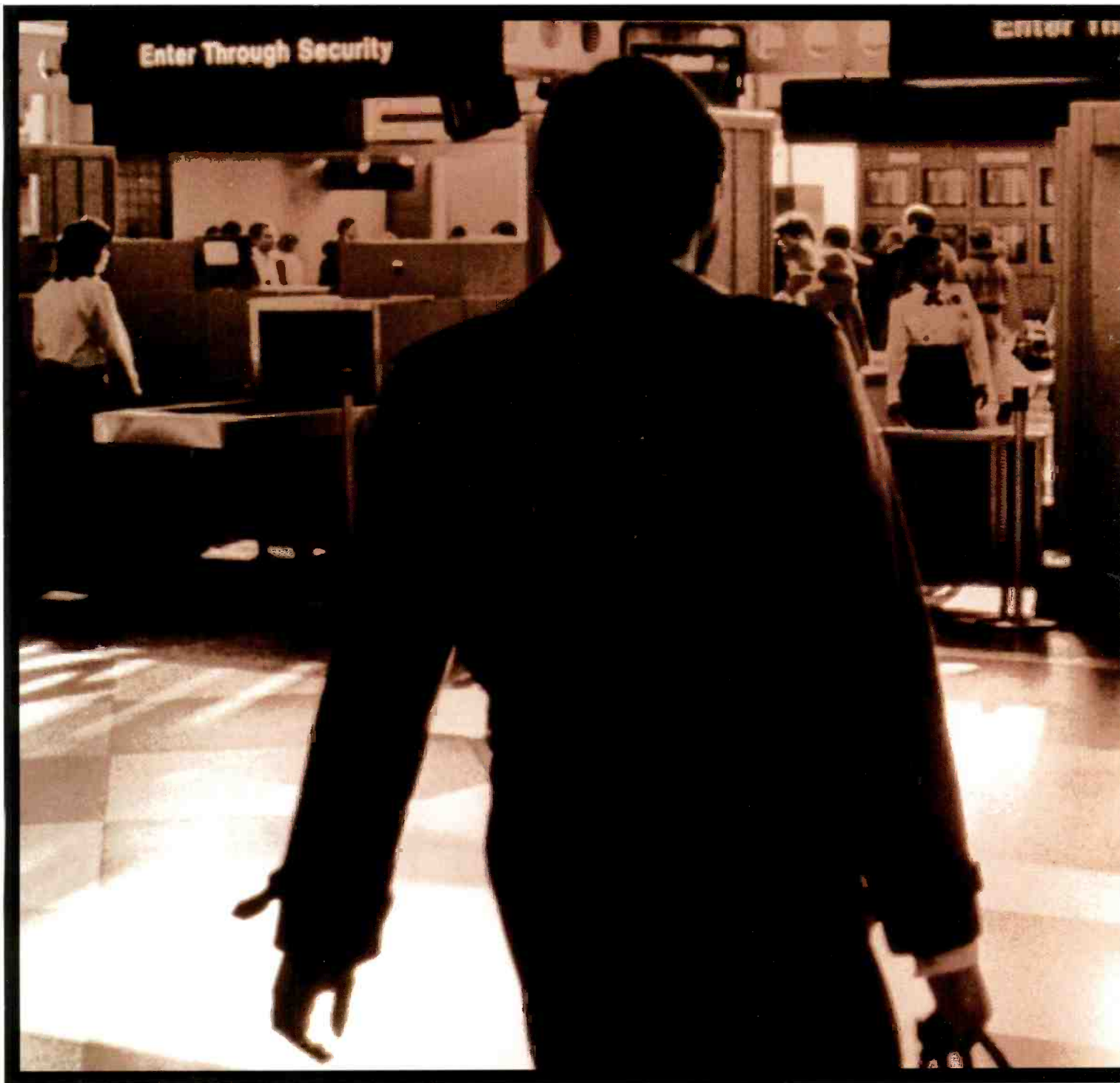
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Sources: 1996 Fall MRI, Business Week Adjusted Audience; Business Week Estimate for International; 1996 Business Week Subscriber Study

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Success is relative.

How you achieve it isn't.

Laura K. Jones

FEB 18 1997

AT DEADLINE

Belo Weighing Offers for KIRO in Seattle

A.H. Belo Corp. is said to be evaluating bids from several interested suitors for its KIRO-TV (UPN) in Seattle, which the company wants to swap following its recent acquisition of Seattle's KING-TV (NBC). Fox reportedly has offered its KSAZ in Phoenix and KTBC in Austin, Texas, in exchange for KIRO. But one Fox staffer termed the Phoenix scenario "ludicrous," because KSAZ is in a home-team NFL market for Fox. Sources said Fox may offer to trade KDVR in Denver along with the Austin station for KIRO. Belo is said to be pushing for Fox's Phoenix property, in keeping with its southwestern regional group profile. Fox and Belo executives declined comment. Fox's current affiliate in Seattle is Kelly Broadcasting's KCPO. Paramount and Tribune, which also are interested in KIRO, are said to be giving Dudley Communications' WB affiliate KTZZ in Seattle a hard look as insurance if KIRO ends up going to Fox.

Cox Pushes Padres in San Diego

Cox Communications plans to launch on March 13 a new type of local cable channel on its San Diego area systems centered around carriage of 101 San Diego Padres games this coming baseball season. Channel 4, as it will be known, will reach 70 percent of the market, or some 475,000 cable homes. The channel will also feature "good news" stories on the San Diego market, including a hi-tech program focusing on the burgeoning computer community in southern California. The channel will also have a fitness show and traffic updates. KUSI, an independent TV station in the market, will carry 25 Padres games, but all the ad time will be sold by Cox. Advertisers that have signed up include Miller, Budweiser and Toyota.

Fox Sports Net Signs New Affils

Fox Sports Net has signed Home Team Sports and Midwest Sports Channel, two regional sports networks owned by Westinghouse, as affiliates. HTS, serving the Baltimore/Washington, D.C., area and MSC, serving the Minnesota area, will carry not only Fox Sports News and FSN's college basketball and football games but will also contribute pre- and post-game reports of the teams they cover. The deal settles lawsuits filed by FSN against the Baltimore Orioles and the Washington Bullets and Capitals, teams carried by HTS.

Zip2 Racks Up Partners in On-line Classified

On-line publisher Zip2, already partnering with Knight-Ridder and Landmark Communications to provide Web classified listings

in major markets, will this week announce a new round of media partners. Working with daily newspapers, Zip2 currently produces on-line classifieds in seven of the top 30 U.S. markets, including San Francisco, Minneapolis and Miami. The new partners will place Zip2 in an additional three to six major cities.

Capstar to Add 20 Stations

Capstar Broadcasting last week agreed to acquire 20 radio stations in Wisconsin, Arizona, Virginia and Alaska from the Madison Radio Group, Commonwealth Broadcasting, Cavalier Communications and Comco Broadcasting. The deal is valued at \$60 million.

'Fortune' Ad Refused by 'Journal'


Fortune is spreading the word about an ad for the Time Inc. book that was rejected by *The Wall Street Journal*. The *Journal* refused to run a full-page ad from the business magazine that noted how money manager Michael Price was prompted to invest more than \$150 million in Dow Jones & Co. after reading a *Fortune* article. The article noted a shareholder revolt over Dow Jones' recent lackluster financial performance. A Dow Jones spokesman said the company "chose not to run this particular ad by a competitor."

Addenda: King World Productions has scored TV station renewals for *Wheel of Fortune* and *Jeopardy!* in a dozen markets. The renewals, at stations including KTVK in Phoenix, WPXI in Pittsburgh, KCTV in Kansas City, WBNS in Columbus, Ohio, and WWMT in Grand Rapids, Mich., extend contracts on both shows through the 2001-2002 season... The fall 1998 off-network rollout of *New York Undercover* last week received clearance commitments from Fox Television Stations-owned outlets in New York (WNYW), Los Angeles (KTTV) and Chicago (WFLD), as well as nine of the 11 Paramount Television Group-owned outlets, according to syndicator Universal Domestic Television... Walt Disney Television International has named Joseph Ahern senior vp and managing director of broadcasting, effective in March. Ahern will oversee existing Disney Channels in Taiwan, the United Kingdom and Australia and planned Disney

Channels in France and the Middle East. Ahern comes from ABC O&O WLS-TV in Chicago, where he was president/gm.

Correction: An item on the At Deadline page in the Jan. 27 issue should have noted that Barry Diller owns a controlling interest in SF Broadcasting.

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MEDIA WIRE

Koplovitz Said to Explore Bid for USA Networks

USA Networks chairman/ceo and founder Kay Koplovitz is said to have held meetings recently with investment bankers to explore the possibility of a buyout of the cable company from its two feuding corporate parents, Viacom and Seagram. Koplovitz has been unsuccessful so far, sources said, because the \$3.5 billion pricetag attached to USA is perceived as inflated. Koplovitz declined to comment.

Viacom and Seagram are still awaiting a judgment from a Delaware court to settle their dispute over control of USA Networks.

Meanwhile, several media companies that have contacted either or both of USA Networks' parents about possibly taking a stake in the company are also said to have backed off because of the lofty asking price. The inquiring parties have included Walt Disney Co., CBS and NBC parent General Electric. —*Michael Bürgi*

Adweek Magazines To Launch Luxury Quarterly

Adweek Magazines, publisher of *Mediaweek*, last week announced the winter 1997 launch of *Luxe*, a quarterly magazine for luxury marketers.

"Luxury marketers think of themselves as a community; they share customers and sensibilities," said Mark Dacey, president of Adweek Magazines. "In Adweek's tradition of delivering highly targeted editorial content, *Luxe* will be a distinctive magazine this readership can call its own."

Craig Reiss, executive vp and editor-in-chief of Adweek Magazines, will serve as the founding editor of *Luxe*. Scotty Dupree, previously network television editor of *Mediaweek*, will be executive editor.

Michael E. Parker, senior vp of sales and marketing at Adweek Magazines, will be launch publisher.

The first issue of *Luxe* will appear on Nov. 10 and will be followed by issues in spring, summer, fall and winter 1998.

Adweek Magazines is a subsidiary of BPI Communications Inc., which publishes *Billboard*. (continued on page 8)

Whose Ox Gets Gored?

Maybe nobody's, as White House makes nice

TV REGULATION / By Alicia Mundy

When Vice President Al Gore held a press conference last week to outline the Clinton administration's stance on broadcasting and the public interest, the initial reaction in the TV industry was to dive for cover. Now broadcasters privately admit that they may have less to complain about than they are publicly saying. Gore, said an industry executive who would not speak for attribution, may have been sending a signal that he's willing to deal.

At the press conference on Feb. 5, Gore announced that he wants "public interest" to guide the future license distribution for digital TV channels and, by inference, other broadcast technology. "Public interest" comprised, among other things, free TV air-time for political candidates and children's educational TV programs. Other nonspecific items, according to White House sources, include the broadcasters' willingness to rate shows for violence and cooperate with the government on ratings studies and talk about "safe harbor" sex- and violence-free prime-time slots.

Gore carefully avoided making the license distribution contingent on public interest activities. Instead, Gore offered to grant the licenses *first* and come back to look at public interest provisions *later*. To the annoyance of several key Democrats, such as Rep. Ed Markey of the Telecommunications Subcommittee and Fed-

eral Communications Commission Chairman Reed Hundt, Gore proposed the Washington fix for controversy—a commission. An "advisory panel" will be convened to suggest public interest activities and rules for broadcasters to follow. In the meantime, the industry gets its digital channels this spring.

Of Gore's differing view, an FCC staffer said, "I don't think Reed was too pleased, since he thinks this is the right time to push public interest as a determinant. The digital channels are crucial to the broadcasters right now and could be the basis of trade-off now."

They also represent a possible trade-off for a Gore election strategy. That, at least, is the interpretation of a Senate Commerce Committee veteran staffer, who also requested anonymity. "The Gore announcement, if you read it carefully, was an *overture*," he said. "Not a threat. He was not getting in the broadcasters' faces."

That theory seems to be echoed in the unusually positive response of the National Association of Broadcasters. NAB president Eddie Fritts issued a statement applauding Gore: "We are pleased that the vice president has encouraged the FCC to proceed expeditiously with digital license allocations."

Still, Gregory Simon, the vice president's chief advisor on technology issues, cautioned: "We have long supported the award of digital licenses to the broadcasters, but we never said



NAB president Ed Fritts welcomed Gore's proposals

they would get them for free." That doesn't necessarily mean cash; Simon said the administration would like to see licenses allocated in accordance with "heightened public-interest obligations."

According to Simon, the president and vice president want to avoid a pressure-cooker atmosphere around the public interest issue. There is some urgency to digital spectrum allocation since TV stations are expected to begin such broadcasts in the spring of 1998. "We know what happened with children's television; why create another high-profile, high-pressure deadline debate?" Simon said.

The administration seems to be looking for cash on the back end of the digital spectrum allocation. As Sen. John McCain (R-Ariz.), chairman of the Commerce Committee, predicted, the administration's budget proposal, also released on Feb. 5, calls for analog spectrum auctions by 2002 (the frequencies would not change hands until 2005), with a goal of \$14.8 billion in revenue. It also asks for auctions on channels 60-69, with a goal of \$3.5 billion, by 2002. But McCain wasn't completely thrilled with the full spectrum proposal. Mark Buse, a technology adviser to McCain, said, "The senator is very pleased that the administration recognizes and publicized that the spectrum has value and should be auctioned."

He added, however, that McCain opposes a "trigger tax" embedded in the spectrum auction outline, which would assess a fee upon broadcasters if the auction fell short of netting \$14.8 billion. "That's not where McCain is," said Buse. "The spectrum has intrinsic value, but it's not here to set up a new tax."

The NAB opposes the auction plan mainly because of its timetable: "We remain opposed to any up-front auction or accelerated giveback (of analog spectrum)," the group said in a statement. It favors a giveback of analog channels only after all U.S. TV households have converted to digital broadcasting.

The industry also is watching carefully the push to provide free airtime for political candidates, which is a goal of the administration's campaign-finance reform proposals. In that, President Clinton lauded a bill sponsored by McCain that mandates free TV airtime for candidates—another idea that Gore endorsed this week. "Look at it this way," said the network executive. "Gore knows everyone wants to push campaign reform, and that means free TV. The broadcasters are going to lose something here. So Gore's saying all the right things about finance reform and about public interest, but he throws us the digital channels in the meantime to keep us from rioting. It's very smart politically. But then, maybe I've been in Washington too long." ■

Same Time Last Year

Advertiser spending keeps pace with '96, despite ratings losses

NETWORK TV / By Eric Schmuckler

The kids upfront market ground to a halt after a very late night on Wednesday, Feb. 5. With the smoke still clearing, best guess was that total dollars were up slightly, 5 percent on the outside, with spending pegged at around \$750 million. The average account paid CPM increases in the low teens.

No one wanted to speak for the record, but both sides claimed to be satisfied with the results—sellers said they nabbed what they needed while buyers asserted that CPM hikes weren't as bad as expected. Consensus opinion held that the biggest broadcast suppliers—Fox and WB—received price boosts of 17–20 percent. ABC was said to have won 15–16 percent increases and Disney's syndicated fare was widely reported to have fetched 8–10 percent gains, although both companies said they got bumps of around 20 percent. Kid-unfriendly CBS was flat to negative and other small players were in the low single digits.

"It was pretty civilized," said one kids buyer. "Not that you ever like paying double-digit increases, but it wasn't too bad."

Two factors helped moderate the market: Dollars continued to flood to cable from broadcast and a few big accounts defected from kids. Nickelodeon is believed to have between \$250 million and \$270 million in the till for next season, including money it picked up a year ago, while Cartoon Network is thought to have booked some \$60 million. With Toon coming off a \$3.50 CPM base, it won sizable share and CPM hikes.

Kellogg cut its kids budget from \$130 million to \$60 million as some of its brands deserted the daypart. With another chunk of its budget tied up in a Disney syndication deal, the cereal giant had ample leeway to walk from higher-priced inventory. One seller said Kellogg played hardball with Fox and ABC, sticking to its offer of a single-digit increase.

There was plenty of dealing before the mar-

ket, at Fox's behest, opened on Wednesday afternoon. Disney said it was pretty much done by Tuesday. But many buyers waited to see Fox's asking price on Wednesday, which set the broadcast market's tone. Buyers had feared a 25-plus or more, but the network's asking prices were apparently closer to 20 percent. That helped to moderate prices slightly at WB and ABC, buyers said.

Fox is believed to have booked \$170 million, just about what it wrote in last year's upfront. Some rivals suggested that the network took in a good bit less than that, put out word that it had gotten enough of a CPM increase to offset its stiff ratings erosion, then claimed that flat revenue represented a good deal. One buyer said Fox is holding more scatter inventory than planned, but the network apparently sought to better protect itself from ratings shortfalls and is comfortable with its sell levels. Buyers balked at the CPMs Fox initially asked for its syndicated Saban product, which is included in that revenue figure, although middle ground was eventually reached.

WB is said to have taken in \$60 million to \$65 million, right on target, with ratings projections around 1.5. In fact, most suppliers were very conservative in their rating estimates, both sides said, to avoid the cash-back debacles that plagued the market this season.

ABC wrote \$50 million, according to a network source, although rivals and buyers put that number at \$45 million. ABC is holding back inventory for scatter in anticipation of an active market. One buyer with fourth-quarter money said he was having a hard time placing it on cable.

Disney said it wrote close to \$50 million, while outsiders figured it for slightly less than \$40 million. It's hard to get a fix on Disney, since it sells a nine-title, fourth-quarter movie package and DIC shows like *Beast Wars* in addition to its flagship animation. CPMs are likewise a mixed bag, with top-shelf

KIDS TV Upfront Wrap-Up

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Fox's Margaret Loesch presents the Power Rangers

FRANK MICHOLITA/FOX

MEDIA WIRE

The Hollywood Reporter, *Architecture*, *Interiors* and other business magazines.

Infoseek and Starwave To Join Cyber Celeb Fray

Infoseek and Starwave on Feb. 18 will launch CelebSite, a celebrity-oriented Web site. A spin-off from Starwave's Mr. Showbiz site, CelebSite will be a fan's playground, with biographies, news, photos and other information on some 500 celebrities.

CelebSite will employ Infoseek's powerful search engine for Internet navigation. "If you type in Jennifer Anniston on any search engine, you get a zillion sites," says Susan Mulcahy, vp of the Starwave Entertainment Group. "We picked the best three or four."

Mr. Showbiz, which registers 150,000 impressions or page views daily, has drawn consumer advertisers including the Gap, Levi's and Trojan condoms. Among other celebrity sites, People Online registers more than 250,000 daily page views. E! Online does not disclose page-view information; the service reports that it has grown more than 200 percent since its launch just over six months ago. —*Anya Sacharow*

Murdoch and Malone Pursue Joint Bid for IFE

International Family Entertainment, the Virginia-based owner of The Family Channel and MTM Entertainment, is again in play. The latest scenario has Rupert Murdoch's News Corp. joining forces with John Malone's Liberty Media to acquire an 80 percent stake in IFE, leaving the Robertson family—televangelist Pat and his son Tim, who is running the company—with a 20 percent stake. IFE's current market value is about \$1 billion.

Sources close to the talks report that a deal, though reportedly closer to consummation than conversations between IFE and other suitors over the past couple of years, is still in a fluid state. Control remains the central stumbling block.

"These are three big dogs all wanting to drink out of the same water bowl," one source familiar with the negotiations said last week. "Someone's got to be the boss." —*Michael Birgi (continued on page 10)*

product like *101 Dalmatians* priced higher than Disney's third half hour, *Aladdin*, which will air in just 70 percent of the country.

CBS may not have written even \$10 million in kids, although buyers tossed a few ducats their way as the network became more eager. Second-tier syndicators like Eyemark and Madison Green are said to be getting mid-sin-

gle-digit CPM increases, but no one has a fix on dollars from this segment yet.

Considering the dramatic drops in broadcast ratings, the tectonic corporate shifts in the kids business overall and the high anxiety all this had generated among buyers and sellers, most everyone simply sounds relieved that this upfront is over. ■

Nets Bet on Action, Comedy

But Fox, ABC, WB and CBS have vastly different strategies

CHILDREN'S TV / By Eric Schmuckler

The broadcast networks rolled out new kids schedules last week that represent widely varying strategies. Kids WB is playing it relatively safe with a preponderance of established properties, while Fox is swinging for the fences by replacing six of its eight half-hours on Saturday morning. ABC's eight confirmed shows offer a mix of traditionally cuddly Disney properties spiced with a few flavors from Saturday-morning boss Gerry Laybourne's Nickelodeon cookbook. And CBS' three-hour, live-action educational block is not keeping the competition awake at night.

Fox Kids chairman Margaret Loesch acknowledged the "need to infuse new and fresh programs into our schedule." With a superhero-heavy lineup, Loesch reached for a variety of genres, with an accent on comedy. One of three new Fox comedies is *Igor*, a version of Frankenstein told from the twisted lab assistant's viewpoint and the first kids show from DreamWorks. Speaking to the Fox upfront gathering by phone, DreamWorks co-owner Steven Spielberg promised the "same sort of antisocial comedy we introduced with *Pinky & the Brain*." Fox's 8 a.m. show is *Home to Rent*, an aliens-among-us premise from veterans of *Ren & Stimpy*.

Two risky new Fox shows are live-action: *Mowgli: The New Adventures of The Jungle Book*, and a new *Teenage Mutant Ninja Turtles* that takes its cue from the feature-film hits. Fox's Saban Entertainment will produce the new *Turtles* as well as *Silver Surfer*, while the four other new shows come from outside sources. *Igor* and *Silver Surfer* will not join the schedule until January.

Fox hits *Goosebumps* and *Casper* go to strip this fall, anchoring the latest incarnations of Saban's action shows, *Power Rangers Turbo* and *Beetleborg Metallix*. An intriguing last-

minute addition for Friday afternoons, provisionally titled *Rock Around the Clock*, will attempt to tap the *Happy Days/Grease* vein that plays so well among today's kids.

Fox aims to have a cable outlet in place by fall '98, carrying 12 hours of kids programming daily. Starting from scratch remains possible, while use of the fX channel is least likely, Loesch said. Fox Television chairman Chase Carey told *Mediaweek* that an arrangement with the Family Channel also is possible, depending on what kind of deal can be cut.

ABC probably will not announce its full Saturday-morning schedule for another month, but it will include *Jungle Book's Jungle Cubs*, *Winnie the Pooh*, *101 Dalmatians*, *Brand Spanking New Doug*, *Pepper Ann*, *Recess* and a returning hour of *Bugs Bunny* cartoons; the first five shows are educational-qualifiers. Some buyers hailed the Nick-type relatability Laybourne brought to *Pepper Ann* and *Recess* and expressed confidence in the Disney marketing machine. Others were less impressed. "It's a nice, soft schedule," said one media buyer, "but it's not clearly evident this will turn them around."

CBS announced its new kids programs with little fanfare. The lineup is all live-action, featuring *The Ghostwriter Mysteries* from Children's Television Workshop and a kiddie version of *Wheel of Fortune*. "Weird" Al Yankovic makes his bid to become the next Pee-wee Herman with *The Weird Al Show*. All the shows are F.C.C.-friendly, though Yankovic's educational credentials could not be determined at press time. CBS' three hours are scheduled for 7 to 9 a.m. and from 11 to noon, with a two-hour adult news show in the middle. Affiliates have swapped their local kids avails for Saturday news, and they will have a fair amount of leeway in airing the kids programs, which will be fed on Friday night. ■

KIDS TV

The New Schedules

» WITHOUT CONSISTENT ADVERTISING AFTER A MERGER,
YOUR NEW CORPORATE IMAGE MAY BE SLIGHTLY CONFUSING.



A merger is a curious beast. Two distinctively different corporations come together to form a bigger and more powerful one. From a business point of view, it makes perfect sense. But from a consumer's point of view, it brings up just as many questions as it answers. Like, "Will this new company still see me as an old chum? Or just chum?" Perhaps the most effective way to avoid such an identity crisis is with advertising.

A strong and consistent corporate message is critical to maintaining a company's identity in today's climate of merger

and acquisitions. Especially when you consider in 1995 some \$503 billion in mergers and acquisitions were reported by Securities Data Company, surpassing the old record of \$357 billion set in 1994.¹ And, according to Advertising Age, there were 11% more corporate name changes in 1994 than in 1993, with 56% of them resulting from mergers alone.² With all these changes going on, it's more important than ever to preserve your corporate image.

No publication contributes as much to that effort as The Wall Street Journal. Read faithfully by millions of affluent

and influential people around the world every business day, The Journal is the most believable business information source in America.³ No wonder The Journal remains the core publication of so many successful campaigns. Our advertisers know the value of a consistent presence in The Journal. Especially the ones who have undergone that strange phenomenon called a merger.

THE WALL STREET JOURNAL.

The World's Business Daily. It Works.

MEDIA WIRE

In Orlando, Meredith Eyes WOFL-TV for Possible Trade

Meredith Corp. is leaning toward Fox affiliate WOFL as the Orlando, Fla., station that it will offer for trade. Meredith must sell or trade WOFL or its recently acquired WCPX-TV (CBS) to comply with FCC duopoly rules prohibiting ownership of two stations in the same market.

Philip A. Jones, president of the Meredith Broadcast group, said late last week that WOFL is "the likely candidate to be traded." Jones added that for tax reasons, a trade for another station, rather than a cash sale, will be pursued. Jones said Meredith hopes to trade the Orlando station, in the country's No. 22 market, to Fox.

Mitch Stern, Fox Television station group president, could not be reached for comment. —*Claude Brodesser*

Disney Snatches Fairchild Back From Smitten Suitors

Never mind. That's what Walt Disney Co. said last Thursday, when it took Fairchild Publications and *Los Angeles* magazine off the auction block. The change of heart, which came just one week after Disney announced its intentions to sell Fairchild along with all the print assets it acquired when it bought Capital Cities/ABC last year, may have to do with the tremendous publicity and praise Fairchild has received in recent days. A long line of potential bidders had formed, including Condé Nast parent Advance Publications and Meigher Communications.

Fairchild includes the consumer fashion monthly *W*, *Women's Wear Daily*, 12 other trade journals and *Jane*, a young women's title set to launch this fall. *Los Angeles* also is joining the Fairchild stable.

Several profitable CapCities/ABC newspapers and dozens of trade magazines are still on the market.

High-ranking Disney staffers knew early last week that Fairchild would not be sold. The company is said to be excited about the *Jane* launch and pleased with *W*'s recent strong showing. Fairchild said *W*'s ad pages for March are up 50 percent. The title's rate base will be raised from 350,000 to 400,000 in June, the second hike since December. —*Jeff Gremillion*

'Mistress of My Own Destiny'

Martha Stewart is now a private conglomeration of all things nice

MAGAZINES / By Jeff Gremillion

The newly independent Martha Stewart, chairman of Martha Stewart Living Omnimedia (MSLO), in an interview on Friday fielded questions about the deal that took her empire private. "I really worked very hard to try to find a way so that I could really own my company and not give away any of it," she said. "We financed it internally."

Stewart now owns an even bigger piece than was commonly assumed in the industry. Time Inc. owns "substantially less than 20 percent," she said. Time Inc. would not comment on the figure.

Stewart and strategist Sharon Patrick, now MSLO ceo, decided the "buy-back" should be based on internally generated cash flow after discussing possible financing with "no more than 10 investment and commercial banks," said Stewart. "They wanted equity. I didn't want to give up so much equity. The money was terribly expensive, and we didn't need it."

She also disputed reports that banks passed on a deal because her company's production

costs are excessive. MSLO, out from under Time Inc.'s wing, can reach its full potential as a multimedia and merchandising company, said Stewart. "Time is not a television company," she added. "They are not an online service. They are not a merchandising company. We have all of those things in place now to follow up on and really build on. I felt by being mistress of my own destiny I could realize those dreams faster."



Stewart (r) and Sharon Patrick

Patrick hinted that MSLO's first major push will be extending its merchandising efforts. Stewart's flagship is *Martha Stewart Living*, circ rate base 2 million. The company also includes books, a syndicated TV show, a syndicated newspaper column and *Martha by Mail*, a mail-order operation.

NationsBank will be the company's commercial bank, Stewart said. It has extended MSLO a \$10 million line of credit. ■

Malone Turns to an Outsider

TCI's CEO hires a respected cable vet to help put things right

CABLE TV / By Michael Bürgi

Faced with a languishing stock price and potentially debilitating debt, Tele-Communications Inc.'s longtime president and ceo, John Malone, has brought aboard a new executive to help tidy the company's balance sheet.

Leo Hindery Jr., managing general partner and ceo of Intermedia Partners, a top 10 cable operator that is partly owned by TCI, has joined TCI as its president. In this role, he will oversee Brendan Clouston, president of TCI Communications, who in recent years had been perceived as Malone's heir apparent.

Wall Street on Friday reacted positively to the news, with the caveat that Malone must keep a close eye on the company if he relinquishes day-to-day oversight. It has been over the past two years that Malone's hands-off, advisory approach has allowed the company

to slip into its current malaise, analysts believe. TCI's stock price rose 1/8 to 14 1/8 in trading on Friday.

"Malone is the ceo and he will be as long as he wants to be," noted John Reidy, an analyst with Smith Barney. "If Malone is interested in creating value for himself and the company, there are an awful lot of reasons he should remain involved. It's a generally positive move, because Malone's much better as a dealmaker [than a manager]. And Leo knows the game."

Some wondered whether Clouston was ever given enough power to make the crucial decisions when he joined TCI three years ago. Malone in recent weeks has expressed public support for Clouston, but it's expected that Clouston will eventually move to another division at the company, possibly TCI's international operations arm. ■

TV Land Time Warp Hits Number One in Primetime!

We took a little trip to the most outtasight primetime lineup and retrosights of 1972, and came back with a 2.7 HH rating! TV Land Time Warp beat all of the cable primetime competition in reaching adults and women 18-49 and 25-54.* "A brilliant stroke of programming genius!" exclaimed one happy critic.** 12.6 million viewers* felt the same groovy vibes, as they got their sneak peek at TV Land on Nick at Nite. People really dig TV Land!



Nick at Nite's



*Source: NTA People Meter overnight
11/13/97 Client: Culture Facility 1/24/97 8P-11P.
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TV STATIONS

Following Petry Media's recent pickup of all 22 stations of the newly expanded Fox Television Stations group (*Mediaweek*, Feb. 3), staffers at the New York-based rep firm are pondering what structural changes may be in store. Petry's formation of the new Fox Television Sales operating unit transfers Fox O&Os in five of the top six markets—WNYW in New York, KTTV in Los Angeles, WFLD in Chicago, WTXF in Philadelphia and WFXT in Boston—out of the 65-year-old firm's core Petry Television ad sales unit. While the new Fox Television Sales unit and Petry's recently acquired Blair Television units do not have any vacancies in those top six markets, the unusual situation is a first for the core Petry unit. One of Petry's station reps, who requested anonymity, mused that the core unit will now be open to pitch for new business. "I guess we'll be free to actively pitch Barry Diller for the Silver King stations in those markets," the Petry rep said. Silver King, which is preparing a dozen of its 16 owned stations to dump the Home Shopping Network in favor of local programming lineups, is shopping for a New York-based rep firm. Petry may be the only one of the Big Three rep firms (Telerep and Katz Media are the others) that can offer an untethered match in each of the six major markets where Silver King owns stations. Stay tuned.

J. David Davis, news director at WPVI in Philadelphia since March 1990, has been promoted to vp/gm of the ABC-owned station in the country's No. 4 market. Bart Feder, an assistant news director, is filling in as news director while a search is conducted for Davis' successor.

A.H. Belo Corp. has made several management changes at the Dallas corporate office as well as at its Dallas (WFAA) and Sacramento, Calif., (KXTV) stations. Cathleen A. Creany, previously vp/general manager of WFAA, has been appointed to the new position of senior vp/television group for Belo's broadcast division. Allan E. Howard, vp/gm of Belo's KHOU in Houston since 1987, has been appointed vp/gm of ABC affiliate KXTV in Sacramento. Howard replaces Cathy Clements-Hill, who has been named vp/gm of ABC (*continued on page 13*)

Tangles for Warner's WeB

WB affiliates press for favorable comp to help launch cable net

TELEVISION / By Michael Freeman

The WB network's planned hybrid cable network, the WeB, is encountering negotiating difficulties with some of the WB affiliates that will serve as ad sales agents and local managers of the "fill-in" network. A major sticking point is how operating costs of the WeB will be split between the affiliates and the network. WB affiliates also are concerned about the amount of revenue that will be left over to split with the network after paying out a share of advertising sales to cable operators.

The WB is courting cable operators to provide channel space to the new WeB channel in the lower half (markets 101-211) of the U.S. The network's cable initiative has upset stations in lower-100 markets because they are likely to be shut out of bidding for hit Warner syndicated shows such as *Friends* and *ER*. (*Mediaweek*, Jan. 20).

Central to the WeB business plan is the affiliates' ability to negotiate cable-channel position. The WB, assuming that cable operators will provide channel space and surrender all advertising inventory, is telling affiliates to pay the cable operator 10 percent of gross ad sales if a VHF-band channel (1-13) is given to The WeB channel. The cable systems' take of gross ad revenue drops to 7.5 percent if the station negotiates a less-desirable UHF-band (14 and above) channel position, according to WB affiliate sources who have seen the current version of the WeB contract.

An earlier draft of the WeB contract, obtained by *Mediaweek*, states that participating WB affiliates will be entitled to recoup operating costs of up to 25 percent of gross advertising sales for the local WeB channel.

After affiliates get reimbursed for costs and cable operators get their take, the WB would recoup its costs—for trafficking hardware and software, satellite uplinks, maintenance and staffing—on a sliding scale of what is left of remaining gross revenue. According to the draft contract, the WB and affiliates would split whatever "net revenues" are left.

Jamie Kellner, head of The WB and principal architect of the WeB plan, noted that the network is providing programming for the

hybrid cable channel at "no cost" to cable operators and WB affiliates. Kellner said that both the network and affiliates will be "taking out-of-pocket costs on an incremental basis" from the gross receipts. To that end, Kellner said the network and affiliates have agreed to form a budget oversight committee to monitor the WeB's budget on an annual basis.

"This setup is based on actual hard costs both parties [the WB network and affiliates] will be incurring on an out-of-pocket basis for its start-up and day-to-day operations," Kellner added. "If you look at the pro forma statements of any station, you will see their operating expenses are well below 25 percent of their gross revenue and more like 15 percent in many cases. The WeB plan has some points that need to be ironed out by the oversight committee, but we've tried to make it equitable."

Two major WB affiliate group owners, Benedek Broadcasting and Smith Broadcasting, have made preliminary commitments to represent the WeB in negotiations with cable systems. Yet sources at Smith said the company had lawyers meeting with WB officials last week, seeking more favorable compensation terms.

"We want more black-and-white on what these claimed costs will be for the network," said a WB affiliate executive who requested anonymity. "There are too many stories about how Hollywood accounting plays with adjustable-cost figures."

Robert Smith, president of Santa Barbara, Calif.-based Smith Broadcasting, said he was confident that remaining issues over the cost and net revenue provisions will be resolved in negotiations. "This is an evolving process—we are talking both to the WB network and cable operators," said Smith. The group chief said that his stations have reached an "understanding" for WeB-channel carriage with Time Warner cable systems in Elmira, Utica and Watertown, N.Y.

Added Kellner: "This kind of cooperation from the local broadcaster will bring the cable industry the sort of localism it needs to compete against DBS [direct broadcast satellite services], and [it] will be the rage of the industry in a few short years." ■



Kellner: "We've tried to make it equitable."

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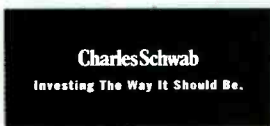


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It's no coincidence that many of the leading corporations in the world have invested in a relationship with the PGA TOUR. Why? Because in a nutshell, the PGA TOUR has helped these companies build their brands and drive their business. Essentially, marketing boils down to building a strong positioning and image, effectively reaching



your target audience, stimulating trial and rewarding loyalty. The PGA TOUR, which also includes the Senior PGA TOUR and NIKE TOUR, has the image and the tools to help you achieve your objectives.



The Right Image

In evaluating any relationship, it is important to consider what impact the other party can have on your brand's equity.

The PGA TOUR has become possibly the most highly regarded organization in all of sports. What separates the PGA TOUR from other sports is the positive image of its players and competitions. The integrity and sportsmanship of the players and the TOUR's commitment to charity, have given professional golf a unique position in sports. Linking with the PGA TOUR can elevate the prestige of your brand.

Spectator Research*

% Favorable Responses

Overall Opinion PGA TOUR	95%
View Players as Role Models	91%
Event Enhances Community	85%
Supporting Charitable Causes	93%

*Source: Irwin Research



In 1996, PGA TOUR tournaments contributed more than \$35 million to charity. The cumulative contributions now exceed \$300 million, benefiting thousands of organizations.

The Right Audience

The PGA TOUR reaches highly educated, affluent consumers and business decision makers. These consumers are heavy users of not only premium brands and services, but virtually all branded products—simply put, they buy more stuff. Also, they are more brand loyal and less likely to price shop or buy generic and bargain brands.

Profile of Golf Television Viewers*

(Index vs. U.S. Average)

Upscale Demographics			Heavy Purchasers of Branded Products	
		Index		Index
Income	\$50k+	140	Own any credit/charge card	147
Income	\$100k+	241	Have home equity loan	196
Investments	\$50k+	312	Own PC	126
Decision Makers/Influencers			Own luxury car	155
		Index	Own cellular phone	132
Presidents/CEO/VP		208	Own computer software	133
College Graduate		142	Travel on airline	177
			Shop at hardware store	145
			Use aftershave/cologne, etc.	156

*Source: Mediamark Research Inc. (MRI)

Surprisingly Broad Reach

The PGA TOUR reaches a broad audience. In 1996, 126 events were contested in 87 markets, reaching virtually every major market in the United States. TOUR events received more than 600 hours of broadcast television by virtually every major television network and sports cable station. A Nielsen study indicated that in a 12-month period, 69% of U.S. households tuned into a PGA TOUR broadcast, with 25% of households viewing on at least 10 occasions. So, the PGA TOUR audience has both breadth and depth, providing tremendous flexibility for a company to tailor a media package to meet its needs.

CBS SPORTS



ESPN

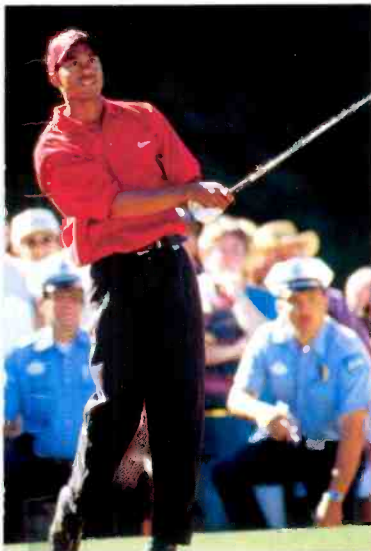
USA NETWORK

TBS

THE GOLF CHANNEL

Global In Scope

The PGA TOUR has become increasingly international in scope. The best players from throughout the world, currently 41 out of the top 50 in the Sony World Rankings, are members of the PGA TOUR, and even the other nine compete regularly in TOUR events. TOUR broadcasts are distributed to more than 250 million households in over 140 countries. Further, there are an increasing number of international events, such as the Presidents Cup and Andersen Consulting World Championship of Golf, with more to come. If the world is your market, the PGA TOUR can help you reach it.



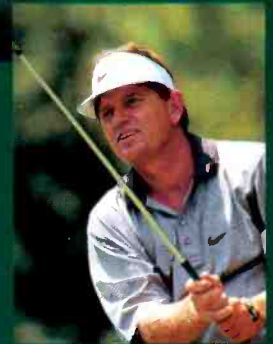
Strong Platform for Future Growth

With the foundation of a rock solid image and a plenitude of young stars, the TOUR is strongly positioned for future growth. Golf should experience continued growth as baby boomers move into their peak golfing years. Beyond this, the impact of Tiger Woods and TOUR-planned initiatives will increase the diversity and scope of the golf audience.

PGA TOUR Annual Reach*

Frequency of Viewing	Total U.S. Household Reach
Any 1	69.2%
Any 5	36.4%
Any 10+	25.4%

*Source: Nielsen



CORE GOLF AUDIENCE

Future Customers*

Age	Population Change by 2000
18-34	-8 Million
35-44	+6 Million
45-54	+12 Million
55-64	+3 Million

Future Spending Power*

Age	Spending Change by 2000
18-34	-\$40 Billion
35-44	+\$135 Billion
45-54	+\$150 Billion
55-64	+\$45 Billion

*Source: Age Wave

Partnerships that Build Business

The PGA TOUR offers various opportunities for involvement, including title sponsorship of events, corporate licensee relationships and retail licenses. We have developed long-standing relationships with many of the elite companies in the world. Each of these opportunities can be tailored to maximize the impact of a company's involvement and meet its needs.

Title Sponsorship

A company/brand is the title sponsor and integral part of a TOUR event, such as the Buick Classic, Kemper Open or Shell Houston Open. Title sponsors receive a comprehensive, integrated marketing package. While the focal point is the week of the event, the company receives year-round benefits.

Corporate Licensee

A company/brand is an official PGA TOUR corporate partner with category exclusive rights, with the relationship often built around a center-piece program, such as the IBM Scoring System. These relationships are year-round and custom tailored to meet each company's needs.

Retail Licensee

The PGA TOUR is in the early stages of its retail licensing program, with a clear focus on quality over quantity. A retail licensee can utilize the PGA TOUR marks to broaden its merchandise selection and increase sales with an association with the leading brand in golf.



Benefits that Work

The elements below provide only a partial list of the benefits the above relationships can deliver.

Build Awareness

Extensive national and international exposure and advertising opportunities across a variety of media vehicles such as:

- Live television programming
- Special television shows
- Print publications
- News coverage
- On-site signage/advertising

Build Relationships

Effective tools to build relationships with key customers/clients/prospects, such as:

- Pro-am positions
- VIP hospitality
- Tournament Players Club (TPC) membership
- Tickets

Build trial/loyalty

Sales, promotion and charitable tie-in opportunities to reach consumers directly such as:

- Michelob can promotion
- Bayer "Strokes against Strokes"
- Cadillac Days
- MasterCard "Best of the Best"

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TOUR**



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the OFFICIAL site of the PGA TOUR



Here's What our Corporate Partners Have to Say

Martin L. Walsh
Marketing Services Manager
Cadillac Motor Car Division

"Our umbrella sponsorship of the Senior PGA TOUR provides an excellent opportunity to reach our target audience through national advertising on ESPN-televised Cadillac Series events as well as the local level with Cadillac dealer promotions and on-site Cadillac displays."

M. Anthony Burns
President, Chairman, CEO
Ryder Systems Inc.

"We think our involvement in the Doral Ryder Open is one of-if not the best-dollars we spend on the company."

John Clendenin
Chairman and CEO
BellSouth

"BellSouth's sponsorship of a PGA TOUR event offers a unique marketing opportunity to strengthen our customer relationships...and also gives us an opportunity to contribute to, and strengthen, our community."

PGA TOUR Marketing
100 TPC Boulevard
Ponte Vedra Beach, Florida 32082
1 800 556 5400

TV Exec Sees Virtual Signs

Greenlaw wants to broker PVI's technology beyond sports telecasts

TELEVISION / By Michael Bürgi

Princeton Video Image, the New Jersey-based company that helped pioneer the nascent medium of virtual signage, or electronic billboarding, is looking to expand the technology beyond the sports world. Doug Greenlaw, a veteran television executive hired by PVI last week as president/ceo, says that the company plans to offer full-motion video and CD-quality audio. PVI hopes to use its L-VIS system not only for sponsor messages but also to insert programming enhancements into live broadcasts.

PVI—a privately held company with backing from Allen & Co. and Smith Barney—plans to meet with organizers of major television events, including the Grammys, the Academy Awards and the Miss America pageant, about creating “virtual programming.” The additional digital content would be melded with live action, with the results seen only by the TV audience, not those attending the actual event. Greenlaw says he will be calling on programmers including George Lucas’ Industrial Light & Magic (ILM) to help create such programming.

PVI currently has an electronic-billboarding deal with Fox’s coverage of Major League Baseball, a local deal with the San Francisco Giants and an arrangement with ESPN for Western Athletic Conference college football telecasts.

Greenlaw most recently was president of Multimedia Inc., the producer and syndicator of talk shows including *Sally Jessy Raphael* and *Donahue*. Greenlaw helped start up the educational network Channel One for Whittle Communications, so he has had experience with selling unorthodox media concepts to advertisers. Before his stint at Whittle, Greenlaw was the top ad sales executive for MTV Networks.



Greenlaw eyes awards shows

Greenlaw is quick to point out that while PVI is breaking new ground technologically, its application is couched in traditional media, making it an easier sell. “PVI is a new media company that fits into the context of traditional media, because what we do could

be seen in the Super Bowl, the Academy Awards or any live event,” he says. “All these events have ratings to show who is watching. For the Miss America pageant, which has looked the same for years, we could add some really fun stuff.”

Yet too much of a good thing—even virtual programming—can sometimes be too much, Greenlaw concedes. “This technology can be intrusive if not used properly,” he says. “We’re not going to put the Nike swoop on Oscar.” ■

TV STATIONS

(continued from page 12) affiliate WFAA in Dallas. Pefer Diaz, previously station manager at KHOU, has been promoted to vp/gm of the Houston CBS affiliate.

Senior management changes also abounded in Detroit last week, the results of new ownership. Upon completing its acquisition of WB affiliate WXON in Detroit, new owner Granite Broadcasting named Martin Edelman, previously vp and general manager of the group’s KSEE in Fresno, Calif., as vp/gm of WXON. Filling Edelman’s post in Fresno is John C. Deushane, previously president/gm of WEEK, Granite’s NBC affiliate in Peoria, Ill. Also in Detroit, James A. Clayton, vp and general manager of WLWT in Cincinnati since 1992, has been named vp/gm of Fox Television Stations’ recently acquired WJBK. Clayton worked a previous stint at WJBK from 1982–89. He succeeds John Spinola as gm of the station. —Michael Freeman

Seltel Splits Into 2 Divisions

SPOT TV / By Claude Brodesser

Seltel last week split its operations into two divisions in a move to serve client stations more effectively. The New York-based rep firm, owned by Katz Communications, appointed two executive vps to run the new Republic and Capitol divisions—Carl Mathis and Russell White, respectively.

The Capitol unit has four sales groups; Republic has three. Unlike the Katz management system, which divides client stations by market size, both new Seltel divisions have stations from markets of varying sizes.

The goal is to “provide better service and greater accountability,” said L. Donald Robinson, Seltel president. “Our clients [will] benefit

from the increased attention...because we have fewer stations assigned to each group.” Seltel handles national spot sales for 139 stations with total annual ad billings of \$575 million.

Marty Sokoler, general manager of KUPN-TV in Las Vegas, which has been repped by Seltel, said the reorganization may have long-range implications. “It may eventually allow dual representation in some markets—that’s the way the industry is heading,” Sokoler said. KUPN last week was sold by Channel 21 Inc. to Sinclair Broadcasting for \$87 million. Sinclair’s other TV stations are represented by HRP; KUPN is expected to switch from Seltel to HRP.

Robinson said: “We aren’t soliciting [for dual rep]. We don’t want to run afoul of the law—this helps us be as separate as possible.” ■

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TV PRODUCTION

Saban is bolstering its development division, promoting Cori Stern to director of program development and hiring two additional executives from Disney and Universal. Saban, the production arm of the Fox Kids Network, has 12 series on the air this season, with orders for at least 11 for '97-98. The company also has more than 20 projects in development. Stern, who has been with Saban for more than a year, will oversee all children's and family programming. She also will scout theater, stand-up comedy, publishing and software for ideas for TV shows. Joining the company is Kim Christianson as director, development, and John Luiso as manager, development. Christianson, who recently was a programming exec at Walt Disney Television Animation, will concentrate on animation. Luiso, who worked in Universal's licensing and merchandising division, will oversee action-adventure properties targeted at boys and Saban's production deal with Marvel.

Cinetel Productions is growing in all directions. The company, owned by the E.W. Scripps Co., has hired former CBS News president Eric Ober, who will begin the expansion by opening a production office in New York and launching an on-line programming arm. Ober, who becomes Cinetel's president and CEO, will oversee both the New York and Knoxville, Tenn., production facilities. Ober also will actively seek international coproductions for the company, a large independent producer of cable TV programming. The executive will be returning to his professional beginnings in a way, having started his career as a "copy boy" at the Scripps-owned *New York World Telegram and Sun*.

The Nickelodeon exec responsible for shepherding the wildly popular Nicktoons shorts has signed an exclusive, long-term production deal with the cable powerhouse. Mary Harrington, vp and executive producer of production and development, will create TV and feature projects for Nick. The agreement also covers direct-to-video productions. *Rugrats*, *Doug*, *The Ren & Stimpy Show*, *Hey Arnold* and the upcoming *Angry Beavers* were created on Harrington's watch at Nicktoons Animation. —T.L. Stanley

Sweeps Under Suspicion

Controversy over watch-and-win contests continues to cloud ratings

TV STATIONS / By Lauren Miles

Everybody wants something for nothing. Just witness the lines at stores that sell tickets to any of the state lotteries. Or watch the local nightly newscast on TV. During a sweeps month, depending on where you are, there's a good chance you'll run into a watch-and-win contest, which is the local TV equivalent of the Publishers' Clearing House sweepstakes. If people will spend 20 minutes peeling and pasting the correct stickers onto the corresponding boxes of their PCH entry, surely they'll turn their TV to the right newscast for a chance at \$1 million.

Problem is, it is quite rare for anyone to win \$1 million (after all, the contest rules say up front that you can win a "chance" to win a million). The typical watch-and-win station will spend a couple hundred thousand dollars on the sweepstakes in the hopes of netting a ratings boost. But it costs more than a couple hundred thousand dollars to revamp a newscast or change the programs that lead into the news, so the stations will generally offer nothing new or innovative in terms of programming. The contests are like heroin: a quick, relatively cheap fix that gives you that buzz.

Media buyers don't buy this. They say that the contests skew the ratings. But stations keep using them, especially in smaller, non-metered markets. Nielsen Media Research has responded to buyers' concerns by running notations identifying the stations that run contests during sweeps periods.

But station executives who favor the contests say they are nothing more than a form of promotion that has been around since the

dawn of broadcasting.

In November 1996, 134 stations ran watch-and-win contests, down somewhat from the previous November's total of 151. In 1996, the rating book with the fewest number of contests noted was February, with 101. The one with the most was May, with 234.

"It does have an impact competitively," said Bruce Baker, vp/general manager of WSOC in Charlotte, N.C., a market in which all the major stations ran contests during this past November. "We don't want to be in a position where our competition is doing it and we are not."

In Orlando, Fla.—a market in which all the Big Three affiliates had been contesting regularly during sweeps periods—WCPX (CBS) and WESH (NBC) mustered the courage last November to drop their contests. General managers of both stations predicted a ratings shortfall as a result, and they were right, to a point. WESH's ratings were off slightly, but WCPX's were up slightly. And WFTV (ABC),

which retained its contest, remained flat.

But for the money it costs to run such a contest, stations can actually improve their programming content. "We felt the money was better spent putting [it] into our news coverage," said Brooke Spector, general manager of WCPX, the market's CBS affiliate.

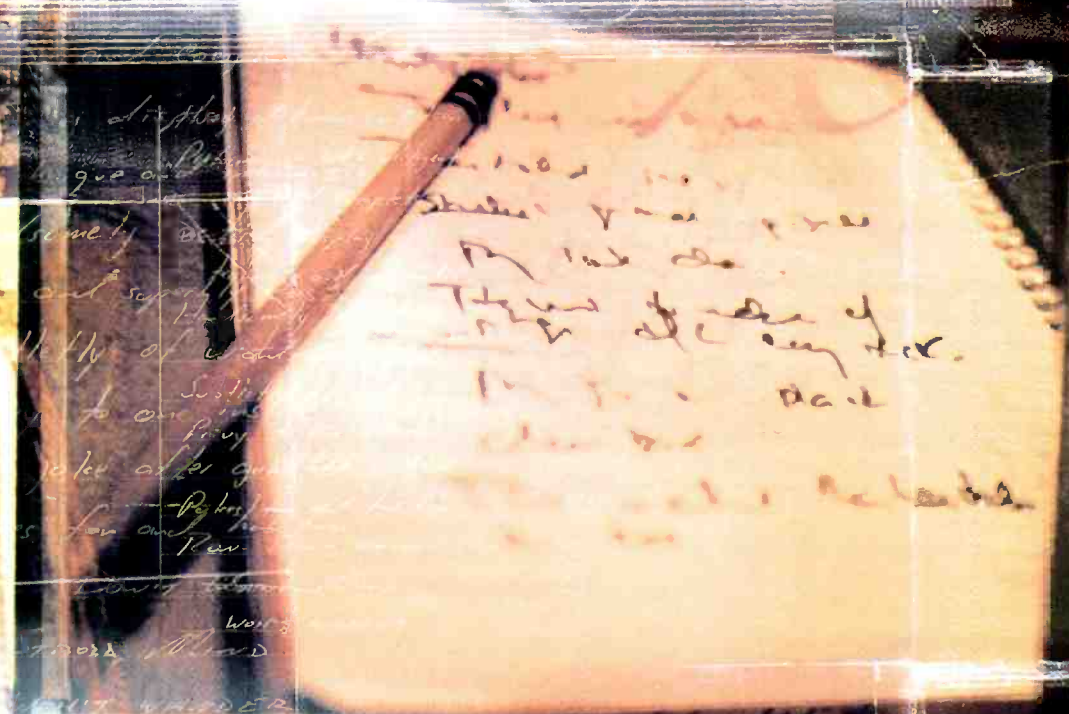
Ironically, these two stations went to court over the contests. During the February 1996 sweeps, WCPX sued WESH because it was airing WCPX's winning numbers. WCPX received an injunction against WESH, barring it from airing the number. And in the fall the two settled the lawsuit, though neither would disclose the settlement.



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*Source: 1996 Fall MRI weekday/Sunday net readership

CABLE TV

Jon Petrovich, CNN executive vp, has handed over the reins of CNN's *Headline News* to Jack Womack, as he heads over to Turner's international side to become executive vp/managing director of Turner Broadcasting System Latin America. It's a new position that has Petrovich overseeing sales, marketing and distribution for all Latin America-based Turner programming. Turner has several networks in the region, including Cartoon Network and TNT, which collectively reach 14.1 million homes; CNNI, which reaches 6.4 million homes; and CNN en Español, which is projected to launch March 31 to some 3.7 million homes. Womack, who had overseen daily editorial operations since last June, was bumped up to senior vp of *Headline News*.

The National Cable Television

Cooperative, a collection of small cable operators totaling 7.5 million subscribers, has been busily signing up new cable networks in recent weeks. Additions to the group, which bands together some 4,700 rural cable systems to negotiate for greater clout with programmers, include Sony Pictures Entertainment's Game Show Network, The Outdoor Channel (not to be confused with Cox/Times Mirror's Outdoor Life Channel) and Ovation.

Basic cable network ad revenue

grew 24.1 percent to \$4.28 billion in the 1995-96 broadcast year, according to data from Competitive Media Reporting, making it the fastest-growing of the top 10 media. The next fastest-growing media, according to the CMR data supplied by the Cabletelevision Advertising Bureau, was national newspapers, which grew 18.2 percent, followed by network television, which grew 17.9 percent.

Pop the chewin' tobacco, grab the remote and tell the missus to find another TV. For the first time in TV history, tractor pulls will drive their way onto prime-time cable, courtesy of The Nashville Network. As part of TNN's Motor Madness series on Friday nights, the National Tractor Pullers Association's Budweiser Dairyland Super Nationals in Tomah, Wis., will be telecast on June 27. —By Michael Bürgi

Spectorsky thinks that the contests present a "confusing image." He explained, "We want people to watch us for our coverage, not [for a] contest."

A station's newscast is often its most important and most-watched local programming, so it is often where stations use contests to boost their ratings. But putting such contests—which sometimes are not just confusing but downright misleading—into a newscast can tarnish a news organization's credibility: Contests tend to evoke memories of the fixed game shows in the early days of television.

The way many of these contests work is that viewers are given a number, either by calling in for it, receiving in a direct mail piece or picking it up at a local retailer. When the station airs the viewer's number, he or she can call for the prize. Then

ership outside of sweeps. "It's a way of getting marginal viewers into the tent, and some may stay," he said.

Although some might say that attracting viewers during sweeps at any cost is just part of the television business, buyers believe this type of promotion is different from the sensationalistic "space-alien-ate-my-dog" stories that stations air during sweeps. Even as silly or reprehensible as those tabloid-like stories may be, viewers are at least tuning in for the program's content. "[The contests are] forced viewing. You have to be watching to win. It really is phony viewing," said Laura Siltan, senior vp/director of local broadcast at McCann-Erickson.

It's not just the media buyers who deplore the practice of sweeps-time contests. Many station managers, who have chosen not to run

contests, have spoken out against them as well. Gary Cozen, vp/general manager of KDKA in Pittsburgh, is one of them. Last spring, CBS, which owns KDKA, asked Nielsen to censure NBC affiliate WPXI for running a watch-and-win contest. Nielsen declined, instead noting the contest in the ratings book. "My sense is that most capable

the station gathers some of the winners and offers them a chance at a million dollars by drawing numbers out of a hat.

Some stations, when they promote contests with a million-dollar figure, don't even offer a chance at \$1 million for any one viewer. If the winners were watching every single time the station broadcasted the winning numbers and called to claim his or her prize, only then would the station give away the money. Of course, this is all spelled out for viewers—if they take the time to read the fine print.

But it's not this kind of manipulation that has the media buying community up in arms about these contests. It's the fact that stations run these during sweeps months, inflating their ratings. Buyers have no way of knowing how many of those viewers during sweeps stick around when the cash and prizes are no longer being dangled.

John Hutchinson, vp/general manager of CBS affiliate WBTV in Charlotte, insisted that when contesting is used as one element of a promotion strategy, it can increase view-

and professional media people [understand this is a] deceptive practice," said Cozen.

The solution, say those opposed to the practice, is simple—continuous monitoring of the ratings. Eliminate sweeps month by using continuous ratings year-round, and you eliminate the temptation to hype the ratings.

"We think it's a great idea. We're all for expansion and extension of the measurement period. First our goal is to get a consensus about what the industry wants," said Jack Loftus, vp/communications at Nielsen.

Buyers have made themselves pretty clear about how they feel on this issue. It's the sellers who are divided.

Of course, the problem with continuous monitoring boils down to dollars and cents. Who will pay for continuous measurement? The stations, the buyers or Nielsen? Cozen suggested the answer would be all of them. "If everyone is willing to share in the cost, we can put an end to this horrendous practice," he said.

"The industry is not of a single mind on this. I don't think the majority of the industry wants Nielsen to step in as a policeman,"



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NEW MEDIA

Scott Kurnit, former Web whiz with Prodigy and MCI News Corp. Internet Ventures, thinks he has found a way to filter the information glut on the Internet and present targeted audiences to advertisers. The Mining Company, an Internet network set to launch in April, will sift through what's out there on the Net and selectively divide that info into 4,000 special-interest Web sites. Each site is designed to develop as its own community with one Mining Co. look. "You get the comfort of consistency," said Kurnit. "Think of it as franchises." Kurnit said he is hiring 4,000 individual Web site developers or "guides," who will design pages that include custom-culled information from the Net, including chat, bulletin boards, events calendars and best-of-picks. Partners include Alta Vista, Net-Gravity and iChat; advertisers are Nabisco, IBM and AT&T. Kurnit is keeping start-up costs for the company down by paying the guides \$250 per month or a slice of 30 percent of the company's monthly ad revenues, based on site fic. "The big lesson everyone's learning is you can't spend ahead of the revenue," Kurnit adds.

The question on everyone's minds

at Time Inc. New Media is... What's going to happen at the company's main Internet site, Pathfinder, which is losing something between just plain money and a fortune, depending on who you talk to. (According to Time Inc. new media editor Dan Okrent, "It's not [losing] so much that it's something I worry about.") The question is who will be named president or publisher of the division, a role that Norman Pearlstine, editor-in-chief of Time Warner, assumed when Paul Sagan left in December. Word among the edit staff at the Time Inc. magazines is that the position is likely to soon go to an insider. Last week, Craig Forman, former vp/product management and editor of Infoseek Corp., was named vp of worldwide development and editor-at-large for Time Inc. New Media. Forman's No. 1 priority is Thrive, the San Francisco-based Time Inc.-America Online health Web site. Teymour Boutros-Ghali, vp, Time Publishing Ventures, who has been responsible for Thrive, is leaving. —*Anya Sacharow*

Loftus continued.

Continuous monitoring is currently practical in metered markets, which are, in effect, measured all the time already. In smaller markets, the installation of meters or a continuous diary system comparable to the current system would be prohibitively expensive.

Watch-and-win contests are more of a problem in the smaller, non-metered markets because there is nothing to which the hyped ratings can be compared. In Pittsburgh, the problem didn't become obvious until Nielsen began metering there, in May 1995. "You don't know what the impact is unless you have overnight numbers outside of sweeps," said Cozen.

While the industry and Nielsen debate about continuous measurement and the cost of it, some national agencies—at the urging of the American Association of Advertising Agencies—have taken on the problem themselves by discounting the ratings of those running contests.

John McSherry, senior partner/director of media research at BJK&E Media, said his research shows that lower-rated stations get more of a boost from contests. His calculations reveal that a discount between 7 percent and 22 percent, depending on the station's size and how much promotion of the contests it does, is fair.

At Ogilvy & Mather, buyers take a flat 10 percent off the ratings of stations that their research shows are running contests, said Abby Auerbach, senior partner and U.S. director of local broadcast. However, another buyer, whose agency does not discount ratings and who would not speak for attribution, said there were problems with discounting. "It's not terribly practical. You're explaining every post [analysis of a buy]. And you can only do it in metered markets."

The majority of TV stations' revenue comes from local advertisers and their local agencies, so the discounting of a few national agencies has not hit any one TV station particularly hard. None of the general managers interviewed for this story admitted to having their ratings discounted.

WCPX's Sectorsky only wishes that more buyers would discount. "I think it's an interesting concept. But are they doing it? We're not sensing they are," he said. "The truth is, they talk about it, but they rarely do it."

Until that's done—or until the buying, TV station and research communities agree on a plan for continuous measurement—these contests aren't likely to go away any time soon. But then again, neither are the sometimes absurd and blatantly self-promoting "stories" many stations do during sweeps months.

After all, this is the TV business. ■

Time Running Out on Track

As three-meet series begins, stars pull out, ad units remain unsold

SPORTS TV / By James Dunaway

Track on TV is not what it used to be. Two years after it began, USA Track & Field's ambitious plan for a winter TV series has dwindled from five nationally televised indoor track meets to three. The sport's governing body was further wracked last week as two top Olympic runners, Jackie Joyner-Kersey and Gail Devers, pulled out of the Chase Millrose Games at Madison Square Garden in New York this past weekend because of a lack of money.

The 1997 series—via a time buy by the organization through Trans World International on NBC Sports—was scheduled to kick off Saturday, Feb. 8, with a one-hour taped telecast of the previous

evening's Chase Millrose Games. Next on the schedule is a live telecast of the Mobil One Invitational meet in Fairfax, Va., airing from 2:00-3:00 p.m. on Saturday, Feb. 22, and a one-hour live report on the USA Championships from Atlanta on Saturday, March 1, from 3:00-4:00 p.m.

Three days before the first 1997 telecast, four of 19 available commercial units remained unsold.

Three days before the first 1997 telecast, four of the 19 available commercial units remained unsold, according to Ollan Cassell, USA Track & Field's executive director.

Overall sponsor for the series is VISA. Nike, a series sponsor for the first two years, has dropped out, and Mobil, USAT&F's longtime bellwether bankroller, is ending its decade-and-a-half relationship with track and field after the Feb. 22 telecast. ■



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FORUM

With more afternoon newspapers folding every year, does the p.m. daily have much of a future in the U.S. media mix?

John Craig

Editor, 'Pittsburgh Post-Gazette'

"There are a number of afternoon papers doing well. When they are in competition with morning dailies, they have a difficult time. It's primarily a habit issue. Most of the places with successful afternoon dailies are smaller markets. There's the *Philadelphia Daily News* and the *San Francisco Examiner*, but they both seem to be struggling with a shrinking market and decreasing revenue."

Michael E. Waller

Publisher

'The Hartford Courant'

"There must be a market for afternoon dailies because there are still, what, a thousand of them? The question is, is there an market for afternoon papers in an urban market? That situation is difficult, and it's been difficult for many years. There are distribution problems; with traffic, it was tough to get the papers into the homes, so they started putting out incredibly early deadlines. When afternoon papers were terrifically strong, it was usually in a blue-collar area, where workers were getting home at 3:30 in the afternoon. Now we're in a white-collar service economy, and the leading victim of that is the afternoon metropolitan daily. But the suburban market afternoon dailies are doing very well."

Roger Kintzel

Publisher

'Atlanta Journal and Constitution'

"The [afternoon] *Atlanta Journal* is moving along pretty well. We've got 120,000 circulation, which translates to about a quarter of a million readers. But every market is different. Atlanta has had two newspapers for a very long time, and the afternoon paper has a different editorial slant. It's more conservative. So the after-

noon daily is viable here, but I've seen it go [away] in many towns."

Ryan McKibben

Publisher and CEO, 'The Denver Post'

"You have to evaluate every market on an individual basis, but clearly morning newspapers line up better with the daily news cycle. I know the old theory of blue-collar-versus white-collar economies, but I'm not even sure that's alive anymore. Most news events, business events and sporting events occur between noon and

10:30 at night. Morning papers are better equipped to cover the news in a timely fashion. It's just a function of the news cycle. And consumers have told us they'd rather have a paper in the morning than in the afternoon."

Lee Guittar

Editor and Publisher

'San Francisco Examiner'

"Most newspapers are still afternoon papers in smaller towns. In big cities, there's no question that morning papers have taken the bigger share of the pie.

In areas where you have a work climate where the day is staggered, like in Seattle—where much of the population works for Boeing and many people are at work at 6:30 in the morning and home by 3:30—people will probably be best satisfied by an afternoon paper. Detroit had a very strong afternoon paper for years—they bucked the trend of afternoon papers losing out in large markets. But since the car market has been at least partially phased out, there's less interest in an afternoon daily. Certainly in larger cities, there's a trend away from afternoon papers."

"The market sure doesn't say anything positive about [p.m. dailies] in large markets. Commuting and television really killed [them]."

Howard Tyner

Editor

'The Chicago Tribune'

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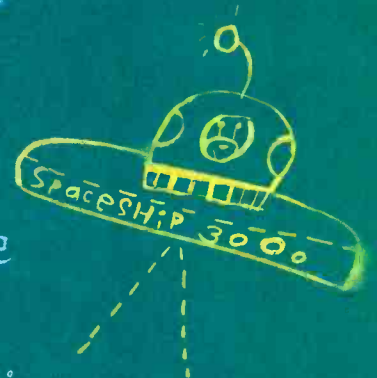
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Aa Bb Cc Dd Ee Ff Gg

Coverage \neq Reach

Cume = Reach



- 1) Coverage measures potential audience.
- 2) Cume measures actual audience.
- 3) Nick has the highest cume.
- 4) Therefore, Nick reaches MORE KIDS!

ELEANT
BYSMOKCFI



WASHINGTON
Alicia Mundy

From Bubba to Fat-Free

The people who got
 Bill Clinton elected
 have now taken up
 the cause of Procter
 & Gamble's Olestra



It was on a date once with a Washington lobbyist that this reporter learned about the image problems with the fat-free oil, Olestra. Having praised his product over dinner, its taste-free taste, its color-free color, the lobbyist castigated the Food and Drug Administration for taking so long to approve the oil for consumer sale. "Why, it's a wonderful product," he whispered softly, "It will change how America eats. See, it's fat that the body won't absorb," he added passionately.

"There's just one problem with it," he sighed into the reporter's ear. "Leakage." That's leakage as in the physiological effect of mineral oil.

Six years later, Procter & Gamble seems to have fixed the leak but apparently hasn't been able to plug up all the problems with Olestra, or Olean, as it's called on the labels of Pringles

potato chips. The billion-dollar baby has become a billion-dollar headache. Just approved by the FDA last April, the oil has become the prime target of the Center for Science in the Public Interest, a highly respected advocacy organization in Washington. Now, if you're P&G, who do you call, *Ghostbusters*?

No, P&G, with some half-dozen ad agencies, including Grey Advertising, and PR firms at its disposal, has hired itself a gang of gunslingers. The folks who sold the voters President Bill Clinton—Squier Knapp Ochs, and their in-house subsidiary, The Communications Company—have signed up to save Olestra.

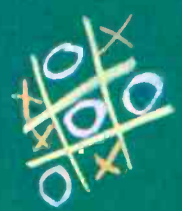
If you think political consultants only package men in suits, think again. Squier Knapp Ochs and The Communications Company (CommCo for short) also signed on to help America Online, Ameritech, a controversial sugar grower in Florida, and other corporations that find themselves in a media mess. They package "Message," as one member of the



kh li Jj Kk Ll Mm Nn

Nick > Broadcast

Kids 2-11	DAYPART	NATIONAL RATING	DAYPART	National Rating
★	NICK PRIME	5.1	ABC Sat. A.M.	2.6
	FOX Sat. A.M.	5.0	FOX M-F A.M.	1.9
★	NICK PREMIUM	4.3	WB Sat. A.M.	1.7
★	SNICK	4.0	CBS Sat. A.M.	1.6
	FOX M-F Aft.	3.0	UPN Sun.	1.6
★	NICK ROS	2.9	WB M-F Aft.	1.1



- 1) Nick Prime is the #1 kid daypart.
- 2) Nick also has the highest cume in kids' Tv.
- 3) Therefore, Nick reaches MORE KIDS!



Source: NHI, NTI 9/2/96-12/22/96; Nielsen Client Cume System, 10/28/96-11/24/96 (Nick, Fox, ABC, CBS: All kids' programming). Qualifications available upon request.

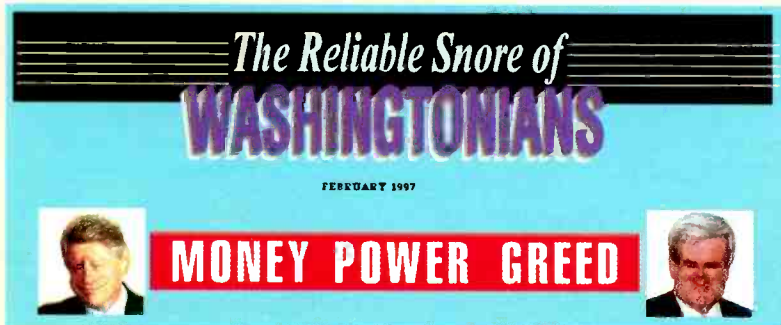
Note: Based on Nick Total Day and competitive kids' programming only. ©1997 Viacom International Inc. All rights reserved.

WASHINGTON

Below the Beltway...

For years, the most-read item in *The Washington Post* has been its gossip column, "Reliable Source." In its most recent incarnation, under writers Annie Groer and Ann Gerhart, the daily column has gotten snappy (and nasty). But there are still too few interesting Washingtonians to tweak, so they tend to write about the same people a lot. That, at least, is the premise of a new Web site, *The Reliable Snore*, that skewers "The Reliable Source," along with various other institutions in Washington. Calling the Source writers "The

Grovelling Annies," it presents the "Superficial Style Toteboard of Fluff." That's where Snore keeps a tally of references to various Washington celebrities and happenings as they are recycled in the Source. "Ever wonder how much emphasis there really is on delivering incredibly vacuous Reliable Sources of useless information in the Style section?," Snore writer Mary Shomon asks. Then she answers it: George (is he still here?) Stephanopolous is mentioned nine times in December alone, two times more than Princess Di.



Squier/CommCo group explained. "Message" is the key to salvaging products taking a savaging from the media, the government, the TV I-teams, federal agencies, consumer groups and competitors (think AT&T vs. Ameritech). It's the wave of the future, and Squier/CommCo is the Big Kahuna of surfers.

"If this were on a can of dog food, would you feed it to your dog?"

queried a voiceover. "Then why would you eat it yourself?"

How does it work? Well, as an example, take a lazy Sunday afternoon in 1995 when the Squier/CommCo folks were in their homes watching a Redskins football game. During a break, an ad popped up on TV. On the screen was the face of their client, sugar grower Alfie Fanjul, a wide black bar superimposed across his eyes like a criminal or porn star. A voice told viewers that Fanjul had made \$64 million from American consumers by blocking cheaper sugar imports. And, the voice added, "He isn't even an American citizen."

A lobbying group, the sugar users, were trying to get federal import restrictions on sugar lifted. They targeted Fanjul as an example of outside influence. Meanwhile,

Gerhart checked her computer and says that George only came up four times in December in her column. But she adds, "I like the Snore's automatic story maker—the phrase generator for generic Washington gossip—featured on the site. Someday when I don't have any news, maybe I'll follow her model and just make something up," Gerhart coughed. "But of course, I wouldn't do that. This IS *The Washington Post*."

A few weeks back, *Mediaweek* compared the top newspaper on Capitol Hill, veteran *Roll Call*, and its new competition, *The Hill*. The latter's been touting its circulation, saying it has higher numbers than *Roll Call*. Well, *The Hill* was recently audited by BPA International, which confirmed its circ at 21,093. The paper did what any smart outfit does to market itself—it tried to place an ad in one outlet that gets read by the right readers—*Roll Call*. Unfortunately, *Roll Call* declined to run the ad for *The Hill*, apparently deciding that the price of advertising the competition wasn't worth the addition to the bottom line.

back in Washington, the Squier folks had already abandoned their TV sets and were on their way into their Capitol Hill office. By 6 o'clock the next night, their response ad was running in the same markets the anti-Fanjul ad had run. It showed a bag of groceries, at the top of which was a TV set with the anti-Fanjul ad on the screen. A voice told viewers that lobbyists were trying to get federal laws changed so that foreign countries could dump sugar in America and destroy America's sugar production.

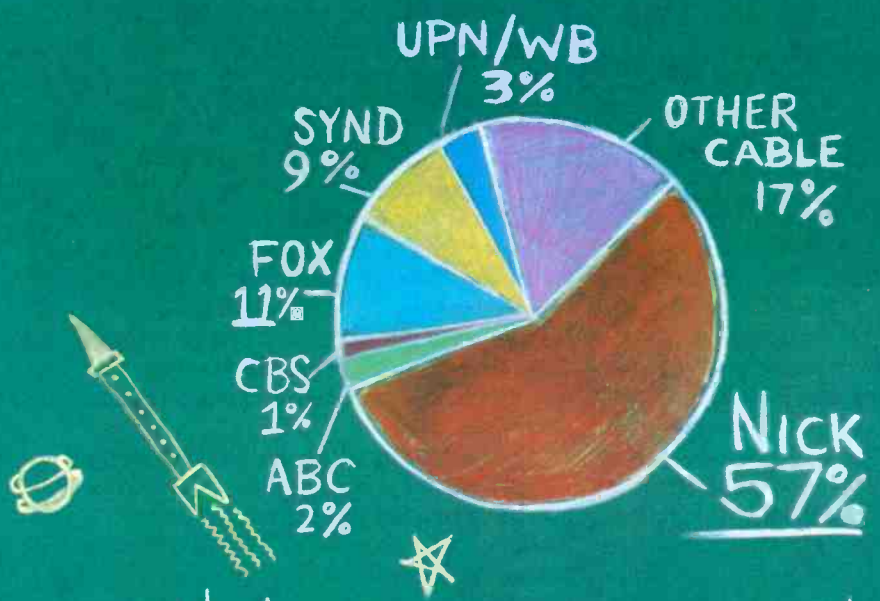
That was only the start. Lobbyists for the Coca-Cola Company, one of the sponsors of the attack ad, were also reminded of the hypocrisy of running a spot denigrating Fanjul's immigrant status when Coca-Cola's own chief executive is Cuban-born. Within two days, the anti-Fanjul spot was withdrawn from most of the markets where it had run.

Olestra has posed a much tougher battle. Last year Dr. Michael Jacobson, one of CSPI's directors, held a press conference to unveil a new commercial attacking Olestra. The clip showed a close-up of a can of dog food. As the can rotated, it revealed the contents, including Olean, and the possible side effects of that oil: loose stools, cramps.

"If this were on a can of dog food, would you feed it to your dog?" queried a voiceover. "Then why would

To Pp Qq Rr Ss Tt Uu

Nick = Kidsⁿ



Share of Kids 2-11 GRPs

- 1) Nick now owns more than half of all Kids GRPs.
- 2) Nick also has the highest cume in Kids TV.*
- 3) Therefore, Nick reaches MORE KIDS!



Source: NHI, NTI 9/2/96-12/22/96, NSS 9/2/96-12/15/96
Note: Based on Nick Total Day and competitive kids' programming only
*Source: Nielsen Client Cume System, 10/28/96-11/24/96 (Nick, Fox, ABC, CBS: All kids' programming)
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WASHINGTON

you eat it yourself?" the voice asked.

During another press conference, in January this year, Jacobson revealed statistics about trots-stricken consumers with the headline "Pringles send Ohioans to emergency rooms." Calling the test markets for Olean—Cedar Rapids, AuClaire and Columbus—the "diarrhea capitals of the world," Jacobson reported hundreds of calls to a nationally publicized CSPI Hotline on Olestra. For added measure, he reminded reporters that his group had sent this data to the FDA and the Federal Trade Commission, asking both agencies to force P&G to change the labels on

"There's not just '60 Minutes' anymore. There's 'Prime Time [Live]' and 'Dateline', and every local news team facing sweeps week."

its Olean products, including Pringles.

Why the Communications Company and Squier Knapp Ochs? Because, one political consultant now engaged in similar corporate campaigns, said, "It's a war out there. There's not just *60 Minutes* anymore. There's *Prime Time [Live]* and *Dateline*, and every local news team facing sweeps week. And there are dozens of advocacy groups now, and they work Congress and the press and the federal agencies."

No wonder the niche for this business has exploded in the past five years. That's why Squier Knapp Ochs formed CommCo. "When a company that's hired you gets attacked, it's at several levels, just like a political candidate," says a consultant, who would not speak for attribution. "That's why political firms are geared up for this kind of image battle—we can do faster turnaround on ads, respond quicker, we know all the media markets, we know which interest groups have more power with the

CSPI has a pretty good rep among D.C. media. And many Olestra users apparently have had unpleasant gastrointestinal experiences.

press, and we know the media." Ironically, CSPI is also using a political strategy group for its campaign—Zimmerman and Markham of Santa Monica, Calif. And one of Bob Dole's political consulting firms, Greg Stevens Co. in Washington, is also engaged in similar corporate battles.

Unlike PR firms, which try to get free media exposure, and ad agencies, which use paid media to build brands, political consultants, according to one of their brethren, "do paid media. We run message ads." For one example, see the full-page ads AOL ran in national newspapers two weeks ago—shortly after hiring CommCo. Ameritech ads promising consumer service were up on the air two weeks after CommCo was hired in November. Political ad makers work fast.

How do the creative agencies view CommCo and the likes of political consultants doing crisis management? Many sources inside both teams say that "interloper" is probably the nicest thing the ad guys have to say about CommCo. In addition to CommCo, P&G keeps Porter Novelli, a lobbying/PR firm, on retainer in Washington. Tom Ochs, a Squier Knapp Ochs partner, states emphatically, "We do not do lobbying."

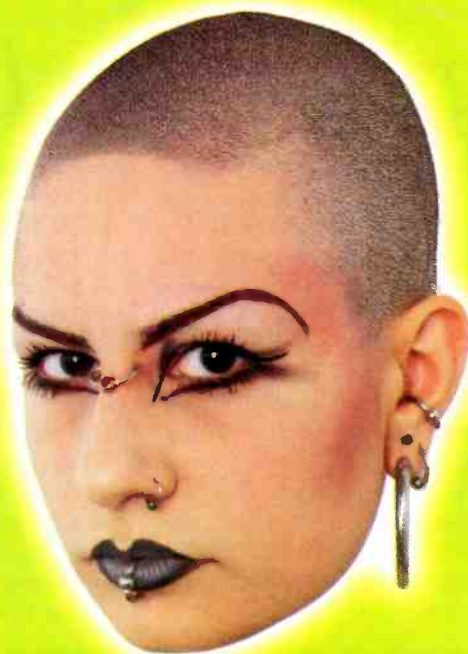
According to news reports, P&G has spent millions protecting Olestra from the onslaught of CSPI. But then, Olestra represents billions to P&G and others. For instance, according to Jacobson, Pepsico has invested about \$80 million along with P&G in a new Olestra factory being built in Cincinnati. Olestra's future is not diet food. Think McDonald's french fries or Nabisco cookies.

Now imagine what happens if CSPI succeeds in its initial goals: to change the labels on Pringles and Frito-Lays Max-brand chips so that Olean sits on the front of the package (now it's on the back). And, worse, if the label warns not of possible side effects but says something like "commonly causes..." And what happens when you substitute the word "diarrhea" for "loose stools?" No wonder that Pepsico-Fritos and P&G want the labels softened even now to read of possible "laxative effects."

Trouble is, CSPI has a pretty good rep, even among the jaded Washington media. And many Olestra users apparently have had unpleasant gastrointestinal experiences. CommCo has its work cut out for it. Though Ochs refused to comment on specific clients (including Olestra), the firm has made five ads run promoting Olestra, one of them noting that it's the most-tested product ever to come down the FDA pike. They're using the winning presidential-polling team of Penn & Schoen, they are using the same mall-testing operation as in the presidential election and they are employing the same media team, led by Jamie Sterling (who won the 1996 *Mediaweek* Spot TV Media All-Star award), to buy TV time.

Right now, the biggest problem is CSPI's credibility—which P&G needs to undercut if it's to make headway. That's where a firm like Squier/CommCo can help. They have been in *Roll Call*, the paper of *Capitol Hill*, and in the other papers that reach the newsmakers. You may see P&G and Olestra suddenly sponsoring one of the Sunday-morning talk shows. They may buy time on C-Span or CNN. These are outlets that the "elite" who influence Congress and the FDA and FTC watch.

In addition, there has been a spurt of articles recently attacking CSPI, and its Olestra obsession. *The Wall Street Journal*, *The New Republic*, *Readers' Digest*, *USA Today* have all run pieces critical of CSPI. Jacobson notes that several of the authors of these articles work for think tanks that P&G underwrites. But that, of course, is how the game is played in Washington. Hey, it worked for William Jefferson Clinton. ■



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Giving Shape to UPN

Two marketing execs
have made geometry
a winning costar of
the maturing net's
branding effort



Dylan Gerber and Joe Passarella knew they were making progress toward the end of the sweeps season last May when several Nielsen families began sketching a circle, triangle and square instead of using

the channel number to identify the shows they were watching. Success in the life of a new network is often measured in tiny increments, but this was a major coup for UPN, which is just now entering its third year on the air. The Nielsen families' doodles meant that not only were audiences watching the network but in the most visceral way they also were connecting the logo (the circle, triangle and square that encase the U,

shapes, became very important to us. We weren't going to talk in words, but in a visual way with the icons."

Just as the NBC peacock and the CBS eye have become so absorbed by the culture that those images can be used as a sort of shorthand to talk about those networks, the Nielsen-family sketches and in-house research convinced Gerber and Passarella (also senior vp of marketing and advertising) that the circle, triangle and square could become a significant element in the dialogue the network has with its audience.

The timing could not have been better, since the duo, who with their small staff shape UPN's identity, wanted to transform the network from being an amorphous, loosely linked collection of shows to a clearly unified image in viewers' minds.

"The first year or so of UPN's existence was an experiment with a whole different smattering of program alternatives for different time periods," says Passarella, who joined the network last March. "The circle, triangle, square was part of every effort that was conceived and generated for advertising and promotion, so people came to know it and it gained recognition with our viewers as UPN. But there still wasn't an idea of what UPN was about. We needed to define in very solid terms what UPN was going to mean."

The challenge was to marry the long-term desire to establish UPN as a network that would survive the coming and going of particular shows and at the same time drive viewer tune-in on a week-to-week basis. With the launch of the new prime-time season last fall, Gerber and Passarella introduced a concept—"back-to-back"—that has become the cornerstone of everything they do in refining the image of UPN. At its most basic, the underlying message to viewers is, come and stay awhile. If you like what you saw at 8 p.m., you'll like what is being served up for the following 90 minutes.

"We wanted to really sell the audience on the notion that they could come for a whole evening of comedy on Monday, or action drama on Wednesday," says Gerber, who spent more than a decade

prior to joining UPN at Jacobs & Gerber, an advertising agency his father founded, primarily working for broadcast clients including CBS Entertainment and Paramount Domestic Television. "And 'back-to-



United we stand: Gerber (left) and Passarella are using the logo to link UPN's comedies and dramas in viewers' minds

P and N, respectively, which Gerber helped design) to the network's shows.

"Way back when the powers that be decided to call this entity UPN, we knew it was going to be very tough to make that acronym mean anything," says Gerber, UPN senior vp of marketing and advertising. "The creation of the visual icons, these three

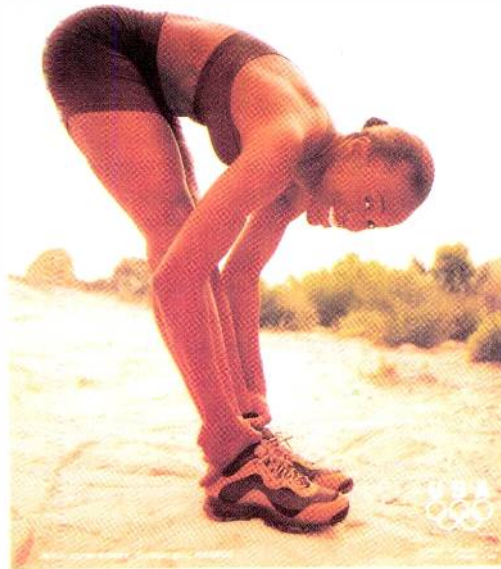
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another
**Avon
Lady**



who runs, jumps, hurdles and throws
javelins and shot outs just for fun (and gold medals). Jackie Joyner-Kersey can pretty much do it all.
Kind of like Avon's Skin-So-Soft Suncare Plus. It's the bug and tick repellent with a moisturizing water
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like Jackie can, at least you can outsmart them.

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"I'm glad we spent *more* in magazines."



Andrea Jung
President
Product Marketing Group
Avon Products, Inc.

As Avon moves into the year 2000, we're aggressively increasing our advertising budget. Our 1996 campaign redefines Avon as a company—we're a

company about *product* and about *women*.

We're boldly changing our public face—and magazines are an exciting place to do it. Today's *Avon Lady* is not just the person who sells Avon—but every savvy woman who uses our product. Celebrity, athlete, fashion designer, 10-year-old girl—anyone can be an Avon customer.

To communicate the breadth and range of who our customers really are, we're investing heavily in print.

This campaign from N.W. Ayer was launched with an eight-page magazine insert. Now, timed for the Olympics,

here's Jackie Joyner-Kersey, the Olympics gold medalist—"Just another *Avon Lady*." The

product-focused, showing a new version of our Skin-So-Soft moisturizing suncare.

"We're boldly changing our public face—and magazines are an exciting place to do it."

ad announces Avon's official sponsorship of the 1996 U.S. Olympics team.

This year's Olympics will celebrate women, which fits our corporate vision about women's ability to break through barriers and achieve success. The ad is also very

Research tells us that this magazine campaign stops people. Makes them look, talk and listen. It embodies a lot of sustainable energy.

Expect to see many more exciting *Avon Ladies* to come. **MPA** Magazines make things happen

HOLLYWOOD

back' could help [viewers] understand that [on Monday] it's one two-hour show, not *In the House* or *Malcolm & Eddie*, but one whole feel of the night—young, cool comedy.”

Of course the programming itself is what keeps viewers tuning in, but the “back-to-back” strategy seems to be working to get audiences to sample UPN's shows. Though it's easier for a growing network to track significant gains than an established one, consider the results of the November sweeps. UPN increased its share of key demographic groups by a greater margin than any of the

other five networks, up 20 percent in adults 18-49, up 33 percent in teens and up 75 percent in kids. The network, which now covers 95 percent of the country, has increased its average household rating by 7 percent over a year ago, with a 3.2 rating thus far this season.

“The marketing strategy and the programming strategy really have intersected,” says Gerber. “What the programmers wanted to do is create blocks of comedy and a night of drama on Wednesday.”

“The products are scheduled as companion pieces,” says Passarella, a former vp of creative services for

Cautiously aggressive. That's how some television executives are characterizing Leslie Moonves' startling move last week to cherry-pick ABC's TGIF anchor, *Family Matters*, for CBS' fall '97 schedule.

It's roughly a \$37 million bet on the staying power of a popular, yet aging, show. But at least one network executive—at neither CBS nor ABC—figures that

strong performance. And *Clueless*, which faltered at first, has begun to gel in recent episodes, capturing the charm that made the movie such a hit.

In the end, Friday night will be a test of whose family shows matter most—to the viewers, that is.

On the television side of entertainment conglomerate Sony Pictures Enter-

tainment, Sagansky, recently named SPE copresident, will work alongside Calley on all Sony business. The key focus for the onetime CBS Entertainment chief will be to oversee most of Sony's television operations. Feltheimer, whose title just changed to president of Columbia TriStar Television Group (the new name that replaces Sony Television Entertainment), has won an even larger role in strategic planning at the studio.

On the film side at Sony, Calley has given more clout to Bob Levin, the former architect of Walt Disney Co.'s movie marketing. Levin was just named president of SPE worldwide marketing. Part of Levin's mandate is to make the Sony brand name work for the studio's software (i.e., movies and television product), as effectively as it does for electronics hardware.

Color me imperfect: On March 8, Lifetime cable network will be honored by the Junior League of Los Angeles for its focus on women's programming and women's issues during the league's “Evening Under the Stars: A Celebration of Women of Distinction.”

Michele Lee, who served as writer, director, executive producer and star of *Color Me Perfect*, a Lifetime original movie, will host the black-tie event at the Beverly Hills Hotel.

To get attention, baskets of huge, star-shaped frosted sugar cookies were delivered to local press last week just as most of us went into week 4 of New Year's resolution No. 2, “eating healthy.”

Clearly, bran muffins would not have had the same allure, so in this case maybe a press release would have sufficed.

The Backlot...

Ted Harbert's recent exit from the top spot at ABC Entertainment made it easier for Moonves to make the move.

“Ted and Les are friends, and as much as Les wants to win—and he does want to win—I don't think he would have done it if Ted were still there,” the network exec says. “But you have to give Les credit—it's an ingenious play. In a stroke, he opens the door on Friday night. He brings an audience to CBS that hasn't shown up in years. And with the right flow [of shows], he could grab a big chunk of the night in a single season.”

What Moonves' move also does is heat up the battle for the family audience since ABC is not expected to give up its long dominance of Friday night without a fight. During the recent Television Critics Association tour, ABC Entertainment chief Jamie Tarses made it clear that she intends to pump new life into the network's Friday-night lineup. Even without *Family Matters*, Tarses has many assets.

ABC's freshman comedy *Sabrina* has surprised just about everyone with its



Eye on Urkel: 'Family' cutup Jaleel White (center) and costars Michelle Thomas (left) and Kellie Shayne Williams move to CBS

tainment, sources say no one is shedding too many tears over the exit of executive vp Dennis Miller, who left the company after John Calley was named president/coo in November. Clear winners in Calley's restructuring are Jeff Sagansky and Jon Feltheimer.

After some years of frustrating near obscurity in the top layer of Sony man-

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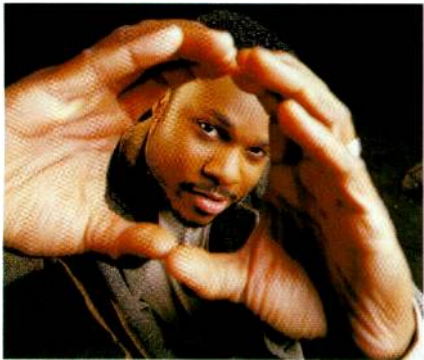
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HOLLYWOOD



Circle, triangle, square: Many UPN stars are lending their hands to the network's image-building campaign, including (from left)

Malcolm-Jamal Warner of *Malcolm & Eddie*; Robin Givens, star of *Sparks*; and Sherman Hemsley of *Goode Behavior*.

Twentieth Television and executive producer/creative director of broadcast services for the CBS Broadcast Group. "*Malcolm & Eddie* at 8:30 on Monday is a very strong companion piece to *In the House*. *Sparks* [*Sparks*] and *Goode* [*Behavior*] make a good couplet. And on Tuesday, *Moesha* and *Homeboys* [*in Outer Space*] make a good couplet, though *Homeboys* is still searching to find an audience."

This spring, every piece of the image campaign will closely link the UPN logo and the network's talent roster to the idea of "back-to-back." From the outset, Gerber wanted a logo that could be highly interactive. "We wanted to be able to have it stepped on, rolled around in, fondled—we wanted it to be organic," he says. In a new round of promotion that is just hitting the air now, there is a sea of yellow circles, blue triangles and red

or roll it. We've just got an endless list."

UPN affiliates have embraced the logo-motion strategy. Many of the network's stations have co-opted the "back-to-back" theme to promote shows during the day and on the four nights that UPN does not program. The network is planning to add a fourth night of programming in the first quarter of 1998.

In Washington, D.C., UPN affiliate WDCA ran an hour block of *Mad About You* reruns in access. Not only did the station promote the hour as "back-to-back" *Mad About You*, it enlisted UPN's help in getting the stars of the Columbia TriStar show, Helen Hunt and Paul Reiser, to tape a "back-to-back" promo. Other UPN affiliates have linked daytime talk shows like *Ricki and Montel*, and some have employed the theme to promote back-to-back local news shows.

"Extending the promotion like that helps us in a couple of ways," says Passarella. "It keeps the presence of the network in front of people throughout the course of the whole broadcast day. For a network such as UPN that only programs prime time right now, that's very important. And it also takes the

"We wanted to be able to have [the UPN logo] stepped on, rolled around in, fondled—we wanted it to be organic," Gerber says.

network into your home town and your local marketplace. With all this other programming that's being added into the mix, it extends the perception of the size of our network, and that's very important."

network into your home town and your local marketplace. With all this other programming that's being added into the mix, it extends the perception of the size of our network, and that's very important."

In other spots, a pizza is delivered to the square and the circle pops open to reveal a party going on. The latest twist is stunt-casting, with legendary sitcom stars like Ester Rolle and Artie Johnson popping out of the icons.

Gerber and Passarella are already at work on how to ratchet "back-to-back" up a notch for next fall. As NBC owns "Must See TV," UPN intends to keep a lock on "back-to-back," a phrase that has virtually disappeared from competitors' promotions. It is telling that UPN's toughest broadcast night is Tuesday, when *The Burning Zone*, a drama, follows an hour comedy block. Of course, the hardest nights of all right now are the four days (Thursday through Sunday) that the network is essentially dark.

"The shapes are like the old *Laugh-In* portholes, where our stars can emerge out of any one of the shapes at any time with a topical message," says Gerber. He notes that the established networks have attempted similar promotion ploys. "CBS has tried talent tripping over the logo and throwing it like a Frisbee, but it's hard to be inside a paper-thin eye...or ride a peacock," he says. "ABC, with the box, is almost impossible. All you can really do is stand in front of it

"It's very hard for us to live through the other four nights," says Gerber. "We have to keep our eyes closed and fingers crossed that our affiliates are picking up the slack and keeping whatever momentum we've built on a Monday, Tuesday and Wednesday going so that we can ramp up into the next week." ■

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Magazines

By Jeff Gremillion

Not much, judging from an experiment in which readers claimed to recognize magazine titles that don't even exist

What's in a Name?

If you think research is dry and boring, perhaps you just need to develop more of a sense of humor about it. Take that zany bunch at Meredith's *Ladies Home Journal*, for example. They recently played a little joke on participants in a small-scale survey conducted in a suburban mall, according to a source who discussed the research project with *LHJ* publisher Michael Brownstein. To highlight a problem with the methodology employed by the big magazine research firms—MRI and Simmons—the *LHJ* crew deliberately sabotaged the logo-recognition portion of their survey, including in

the shuffle of logo cards magazines that are long defunct or that never existed. The late, great *Look* magazine was included, as were two familiar-sounding, but quite fictitious, women's service books—*Wiser Woman* and *Women's Circle*. And, says *U.S. News & World Report* publisher and executive vp Thomas Evans, who heard about the prank from *LHJ*'s Brownstein, the bogus books garnered "substantial" response.

Unfortunately, the details of the stunt are not forthcoming. Meredith, apparently having lost its sense of humor about the survey, declined to discuss it. A spokesman for the Des Moines-based company says the data was intended for "internal use" only. But there's no shortage of publishing types willing to put in their two cents' worth on the always-volatile issue of syndicated research.

"Here's a survey that generated readers for magazines that don't exist," fumes *U.S. News*' Evans. The publisher claims that studies like the ones MRI conducts, which hinge somewhat on a nebulous logo-recognition factor, are not measuring



Lab fallout: *Wiser Woman* and *Women's Circle* came up aces in the *LHJ* mall test

actual readership. "They don't say, 'Tell me about one of the stories.' There's no burden of proof.

"This is not a silver bullet," adds Evans of the Meredith research ploy. "I don't know of anything better. I'm just tired of people thinking these are absolute numbers."

"This is just another example that the system we have isn't doing a decent job," says Stephen Blacker, Condé Nast vp for market research, who rarely misses a chance to take on MRI. "This clearly reflects respondent fatigue. This is an over-

burdened survey, when you start asking about 250 magazines and assorted other media."

MRI chairman Alain Tessier begs to differ, of course, noting the highly technical fallacy of the *LHJ* survey. "In research terms," says Tessier, "if you ask a stupid question, you get a stupid answer."

Tessier says that flash cards are only the first step in MRI surveys. Respondents are asked whether they have seen the magazine in question in the previous six months. An affirmative response is followed by questions about frequency of use, most recent use and "a whole battery of quality questions," says Tessier. "There is some amount of over-claiming and under-claiming in any survey. We try not to confuse things any further by asking bad questions."

Bob Brink, executive vp of Hearst, tends to agree. "There's always been a lot of name confusion," Brink says, adding that books with "country" in their titles, for example, often get mixed up. "[The Meredith survey] is a cute little game, but it doesn't prove much."

MRI, responding to intense industry criticism, recently said it would increase its annual sample size from 20,000 to 30,000.

The Male Sale

'Marie Claire' Piece Gets the Guy

That crazy Brit is absolutely laddish! For the March issue of Hearst's *Marie Claire*, editor Glenda Bailey, every inch a royal subject, asked three ad agencies to come up with campaigns selling men as if we were consumables. The results are, admittedly, hysterical.

The agencies Mad Dogs & Englishmen and Deutsch were in on the



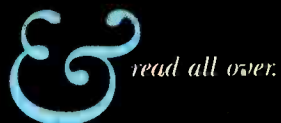
1992.
USA TODAY booked 67 ad pages per week.

Last week it was up to 101.

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Magazines

Must-Reads

A compendium of recent praiseworthy articles:

Neo-foreign correspondent William Vollmann's highly stylized account of bleak and violent days in Southeast Asia, **"Holiday in Cambodia,"** in the March *Spin*

In his **"Modern Man"** humor column in the March *Men's Journal*, Roy Blount Jr. wonders whether men and women experience pain differently

John Anthony combines a garden story with an engaging profile of Britain's most celebrated landscape artist, the eccentric Lady Arabella Lennox-Boyd, in **"Cultivating Lady,"** in the Jan./Feb. *Departures*

fun. But Saatchi & Saatchi's idea, which leads the feature, may be the most engaging. According to the piece, a five-woman creative team, having agreed that they had been "saddled with a flawed product," settled on a single redeeming characteristic to sell: Men will do anything for sex. The ad features a nude man moving a sofa. The March *Marie Claire* hits newsstands tomorrow.



Saatchi savvy: For the *Marie Claire* feature on selling men, the shop stripped the product down to its bare essentials

'97's Happy Anniversaries

Four Titles to Make The Most of Toasts

Publishing milestones are starting to pile up this year. Hearst's *Sports Afield*, the stalwart ode to tradition-

al outdoor sports, turns 110 in 1997. Publisher and editor-in-chief Terry McDonell, who has been with the book for 3½ years, is noting the anniversary with a special logo that will appear throughout the year—or

"until I get tired of it," he says. The June/July issue will feature stories on the history of hunting and fishing and conservation efforts in the U.S. The October issue will include samples of great writing from past issues. The magazine, the country's oldest outdoor title, publishes 10 times per year.

Afield, which Hearst acquired in 1953, is enjoying a good run with advertisers and readers, says McDonell. The title's rate base was cut by 50,000 to 450,000 when Hearst slashed rate bases companywide in 1995. But *Afield* likely will raise its base back to 500,000 before the end of the year. McDonell says ad pages were up 22 percent this month over the February 1996 issue.

Elsewhere, *Kiplinger's*, the oldest player in the vital personal finance category, turns 50 this year. With its rate base of 1 million, the book (known as *Changing Times: The Kiplinger Magazine* until 1991) is second in the category only to Time Inc.'s booming *Money*.

Two books are turning 10 in 1997. Southern Progress' *Cooking Light*, the largest (circ 1.3 million) food magazine, evolved from a column of the same name in *Southern Living*. And *Condé Nast Traveler*, highly praised editorially but struggling to regain ad-page and circulation ground lost to archrival *Travel & Leisure*, has been publishing under its "Truth in Travel" banner for a decade. The 825,000-circ magazine reports first-quarter ad-page gains of 6.5 percent.

60 SECONDS WITH...



Paige Rense Editor, *Architectural Digest*

Q. This is your 27th year as editor. With Helen Gurley Brown stepping aside at *'Cosmopolitan'*, that makes you and Ruth Whitney [editor of *'Glamour'*] the reigning Grand Dames of the magazine world. **A.** I never think in terms of all these years. To maintain your integrity, you have to be willing to resign at any given point if business decisions are made that would affect the magazine negatively. You have to have your hand on the door. **Q.** Even today, your hand is on the door? **A.** Absolutely. When we were auctioned [Condé Nast bought *Architectural Digest* from Knapp Communications in 1993], I had no idea who was going to be the lucky bidder. I was going to move to Montana and buy a ranch. I had already bought a horse. **Q.** The shelter category has exploded with new titles. How do you stay ahead of the curve? **A.** I try to make the magazine as interesting as possible. I don't think about the curve. **Q.** You have offices in New York and Los Angeles? **A.** Yes, I ricochet from coast to coast. **Q.** Where's home? **A.** That's an easy question for most people, Not me. My husband lives in Vermont, so that's my legal residence. But I really can only spend weekends there when I'm on the East Coast. **Q.** In April you will become a published novelist. **A.** It's still unreal to me. I keep thinking maybe [publisher Doubleday] will change their minds and not do it. **Q.** What's it called? **A.** *Manor House*. That's the name of a magazine in the book. A shelter magazine. The editor's predecessor has been murdered for reasons that have to do with the magazine and the world of decorating. **Q.** Art imitates life? **A.** I wouldn't call my book art. I hope it's something that you will have a good time reading on an airplane.

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The Weather Channel International has appointed **Eduardo Ruiz** president of The Weather Channel Latin America, LLC. Ruiz had been vp of affiliate ad sales for Latin America at GEMS International Television... **Martine Charles** has joined CNBC as manager of media relations. Charles comes to the cable channel from Foresight Communications in Chicago, where she had been director of special projects since 1994. Prior to that, she was vp of marketing and program development for Broadcast News Network... **Tera Ryan** has been named vp and senior executive producer of program development for CNN and Turner Original Productions. She also retains senior executive producer responsibilities for TBS Superstation's *TOPX* magazine series. Most recently, Ryan had been executive producer for a TBS and CNN newsmagazine series.

AGENCIES

Citron Haligman Bedecarre has hired **Stephen Calder** as senior vp and media director. Calder had been senior vp and media director at Publicis/Bloom in New York... **Mark Eelnurme** has been promoted to associate media director from media supervisor at DMB&B/Detroit. Eelnurme joined the agency as a media supervisor in June 1996... **Donn Carper** has joined KSL Media of California as senior vp and general manager. Carper was most recently a partner in a video conferencing and satellite communications company.

(continued on page 40)

The Media Elite

BY MARK HUDIS AND ANYA SACHAROW

No-Bull Burns

Still wondering who Conrad Burns is and how he got to Washington? You're not alone. Burns had been one of the better-kept secrets in the Senate, until his elevation last month to chairman of the Commerce Subcommittee on Communications (*Mediaweek*, Jan. 27). A good friend and ally of Commerce Committee Chairman Sen. John McCain, Burns is a Montana cowboy who knows bull when he smells it. Unlike the current crop of blow-dried lawyers (of both sexes) in the 105th Congress, Burns has a real history.

A former Marine and high

school football coach, Burns got into the communications industry in the 1960s as a rep for *Polled Hereford World* magazine in Billings, Mont. (Polled herefords, by the way, do not constitute a voting bloc).

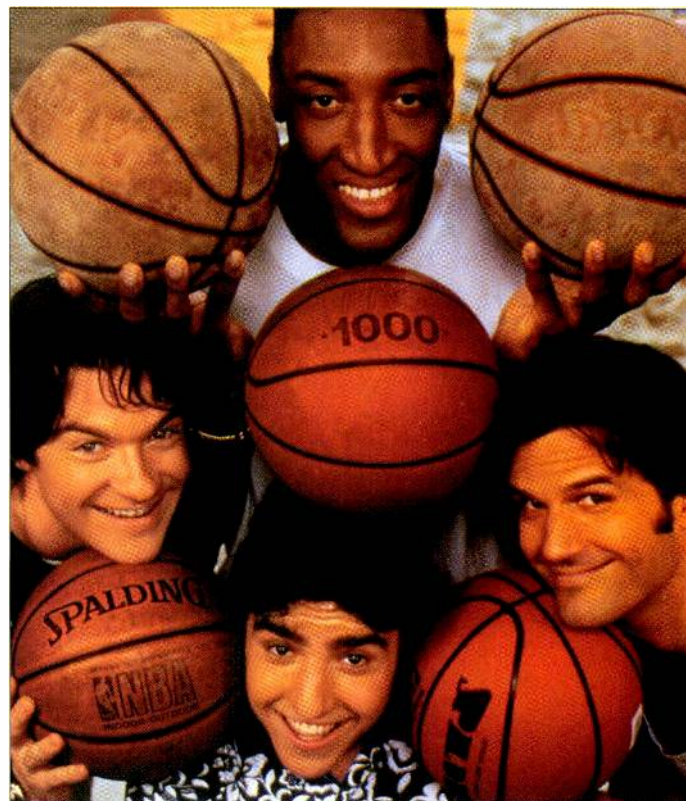
He has a broadcasting background, but not as one of those media moguls Washington loves to fete. As the first manager of the International Livestock Expo in 1968, he got involved with radio, working for the Billings Livestock Commission.

He became a reporter, doing farm and livestock reports and updates. Then he became a media mogul himself, of sorts,

creating the Northern Ag Network in 1975 with four radio stations. When he sold out in 1986, his network served 31 stations across Montana and Wyoming (Infinity, eat your heart out).

Burns was a veritable star at the Montana Centennial Cattle Roundup in 1989, riding and roping. He is also an accomplished auctioneer (harkening back to his days in the stockyards, selling cattle). That makes him one of the hottest guests at Washington charity events, where he takes center stage selling off goods for worthy causes.

Burns was elected to the U.S. Senate in 1988. Before that, his first and only public office was Yellowstone County Commissioner in Yellowstone, Mont. He can still be counted on to look into zoning problems in Yellowstone County when they arise. —Alicia Mundy



"Court" TV: NBA star Pippen (top) will play himself on NBC's *Chicago Sons*, with (bottom, l. to r.) Jason Bateman, D.W. Moffett and David Krumholtz

Pippen's Kind of Town, Chicago Is

With the increasing overlap between entertainment and sports, it should come as no surprise that Chicago Bulls forward Scottie Pippen has landed a recurring role on NBC's *Chicago Sons* sitcom. In the Wednesday-night series about a band of wayward brothers, Pippen will play himself, although he will own the building that the brothers live in. Pippen will appear in two shows this season and is guaranteed a minimum of eight episodes next year, in what was described as a mid-six-figure deal. The Marketing Arm, Dallas, handles Pippen. —Terry Lefton

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(continued from page 38)

REP FIRMS

Lee Dellinger has been named account executive for Seltel Inc.'s Knights sales team in Dallas. Dellinger joins Seltel from KTXA-TV in Dallas, where he was a senior account executive.

RESEARCH FIRMS

Bruce Supovitz has been promoted to manager of national radio sales for Arbitron Radio. Previously, Supovitz had been senior account exec for Arbitron Radio Station Services.

PRINT

The Dallas Morning News has upped **Dot Rhyne** to sales promotion director. Rhyne joined the newspaper as ad promotions manager in 1994. In 1996, she was promoted to assistant manager of retail advertising...*Time* has named **Taylor Gray** director of marketing. Gray, who will take up his new post later this month,

joins the magazine from the Reader's Digest Association, where he had been director of U.S. magazine research services since March 1996. Also at *Time*, Los Angeles sales manager, **Matthew Turck**, will head east as the divisional sales manager in New York. Turck joined the magazine in 1989 as a sales rep in the Chicago office and moved to Dallas in 1992 to become the magazine's Southwest ad sales manager...*Movieline* has hired **Heidi Parker** as East Coast senior editor. She will be based in the magazine's New York office. Parker had worked at the magazine from 1991 to 1995 and rejoins after serving as senior editor for *Seventeen*...**Mark Flaharty** has been tapped as Midwest sales manager for *Yahoo! Internet Life*. He had served as regional sales manager for *Field & Stream* and *Outdoor Life*.

New 'Post' Editor Has the 'Right' Stuff

Liberals need not apply. The *New York Post* has already found a suitably conservative replacement editor for its notoriously controversial editorial page. Eric Breindel, who for the past decade led the Rupert Murdoch-owned tabloid in anti-abortion, anti-welfare and pro-Rudy Giuliani stances, last week handed the baton to inside-guy Scott McConnell, a veteran *Post* editorial writer. (Breindel has been bumped up to senior vp of News Corp.)

McConnell, 44 and a father of three, had been on an extended break from the daily grind, working on a book about the civil rights movement. He was about three months into a planned one-to-two-year leave of absence

when opportunity came knocking. And with McConnell's acceptance of it, conservative and liberal media watchers alike may be wondering how the editorial page may change.

"Eric is politically conservative, as am I," says McConnell. "But I think that there are other things [like multiculturalism] that need to be looked at. Beltway conservatism seems in need of recharging its batteries."

On McConnell's first day on the job, he applauded the passage of an anti-gambling bill in New York, among other things.

"I had started out in grad school thinking I'd write books," says McConnell. "But other opportunities more compelling keep coming up." —AS

Is London Already Out of Style?



Designs by Brit John Galiano helped proclaim London's reign

As soon as the media over-hype a trend, chances are it's on its way out. Last November, *Newsweek* proclaimed the reign of London. Next month, *Vanity Fair*

endorses it. Reasons? The resurgence of the British economy, Brit pop, designer John Galiano and Eurostar (the chunnel train from London to Paris). And how could anyone forget British artist Damien Hirst, who seduced the art world by cutting a cow in half? The rainy cobblestone streets haven't gotten this much attention since *Time*'s "swinging city" cover story on London 30 years ago. OK, maybe there was a week or two in the late '70s, when punk rock exploded. But Covent Garden, Big Ben and Portobello Road have always been around. And the problem with traveling to the coolest city is exorbitant airfare and running into people just like yourself. —AS

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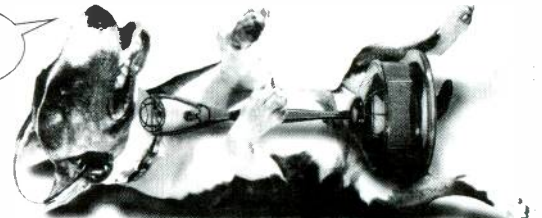
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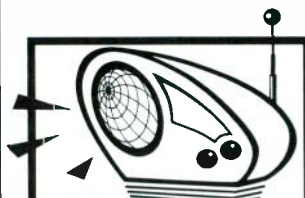
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MINIMUM: 1 Column x 1 inch for 1 week: \$158.00, 1/2 inch increments: \$79.00 week. Rates apply to EAST edition. **Special offers:** Run 2 consecutive weeks, take 15% off second insertion. Frequency, regional-combination, and national discounts available. Charge for ADWEEK box number: \$30.00/week. Replies mailed daily to advertisers. Readers responding to any ads with box numbers are advised not to send samples unless they are duplicates or need not be returned. We are not responsible for recovery of samples.

1-800-7-ADWEEK Classified Manager: M. Morris

Classified Asst: Michele Golden

The identity of box number advertisers cannot be revealed. If ADWEEK must typeset ad, charge is \$20.00. **Deadline for all ads in ADWEEK EAST is Wednesday, 4:30 p.m.** If classified is filled prior to closing, ads will be held for the next issue. **Classified is commissionable when ad agencies place ads for clients. No proofs can be shown.** Charge your ad to American Express, Mastercard or Visa, **ADWEEK CLASSIFIED, 1515 Broadway, 12th fl. New York, NY 10036.** **1-800-723-9335 Fax: 212-536-5315.**

HELP WANTED

COPY DIRECTOR

Nationwide fashion retail chain is in hot pursuit of a **Copy Director** to lead the copy team and oversee all marketing communications for every facet of our business. Media includes print advertising, promotions, signage, press releases, media kits, internal communications, consumer communications (i.e. direct marketing to credit card members) and website.

Candidates must possess 10+ years copywriting experience. Supervisory and retail marketing experience preferred. Candidates' portfolios should show strong conceptual ability and flawless execution. Candidates should be able to express their passion for making ideas come to life, and the strategy to reach their targeted audience. **Environment: Cool. Pace: Fast. Opportunity: Unlimited.**

To apply, send cover letter, resume with salary requirements and samples to:

ADWEEK Classified
Box 3552
936 Merchandise Mart
Chicago, IL 60654

Equal Opportunity Employer

ACCOUNT EXECUTIVE PHILADELPHIA

Bozell Worldwide has a challenging opportunity for an aggressive team player to join its East Taco Bell Field Group. This position requires a min. of 2 yrs. exp. at a traditional agency with a min. of 1 yr. AE exp. Must be computer literate, analytical and very strategic. Excellent written, verbal and presentation skills required. Fast-food/Retail exp. desired.

Please fax or mail resume to:

Bozell Worldwide
Attn: JB/Philly
535 S. Anton Blvd., Suite #700
Costa Mesa, CA 92626
Fax #714-708-9299
EOE/AA/M/F/D/V
No phone calls please

GRAPHIC ARTIST

Immediate opening for a creative professional who is versatile and detail oriented.

You are a flexible team player who thrives under pressure and easily juggles a hectic schedule. Qualified candidates should be proficient in presentation & concept development and IBM computer graphics, with 2 to 5 years experience. Please fax resume with salary requirements to:

International Flavors
& Fragrances
Attn: Human Resources
212-708-7119
No calls please!!

CALL 1-800-7-ADWEEK

Associate Director of Media Services

Tired of being a Supervisor or AMD with no hopes of growth? Tired of the "big agency" politics, "big city" traffic and congestion? Like spending your weekends on the beach, fishing or golfing? Perhaps we're the opportunity you've been waiting for.

Exc opportunity for a seasoned professional to join one of the fastest growing agencies in NE FL. Ideally, should possess 8+ yrs strategic planning experience; 4+ yrs in a supervisory role; strong bckgrd in spot bc; exceptional analytical, comm and pres skills; hvy exp with CMR, MRI, Simmons, Nielsen, Arbitron, SQAD/SPARC, Telmar and/or IMS and be a computer "whiz" with Excel, Lotus, Manus (MediaPlan), SmartPlus and/or Donovan. SE markets, Healthcare, Financial, Travel, Retail and/or Automotive exp. a plus. **Qualified candidates please mail resume and salary requirements to ADWEEK Classified, Box SE00408, 1515 Broadway, 12th fl., New York, NY 10036.**

DIRECTOR ART SERVICES

Major NYC entertainment company seeks senior-level Director for in-house department. Responsibilities include creating/producing graphics, collateral design, concepts, presentation material, window displays; maintaining website; managing budgets and staff. Candidate must have excellent management, planning and organizational skills with Mac proficiency. Minimum 7 years in design environment required. Salary commensurate with experience.

Fax resume to:
212-632-3950
on or before Feb. 28

No phone calls please.
EOE

ACCT EXEC/SUPERVISOR

Doylestown, PA. advertising agency seeks a professional, enthusiastic, take-charge individual to manage existing accounts and new business development.

Must have minimum 5 years, hands-on agency account management experience and working knowledge of all marketing communications disciplines. Excellent organizational, computer, presentation and written communications skills a must.

Salary, commission and excellent benefits package.

Fax resume to:
(215) 345-4570

GROUP MANAGERS

Nat'l. TV Research Co. needs 3 Group Mgrs. Must have exp. in Brand Mgmt., Research, Pkg. Goods or Advertising. Sales Exp. a plus. Contact Sanford Rose Associates, Executive Recruiters.
812-853-9325 fax 812-853-1953

ASSISTANT MARKETING MANAGER

Expanding specialty catalog co. seeks detail-oriented marketer to help manage catalog and Website development. Resp. incl. working with creative agency & Web vendors, editing copy, managing print prod. and lettershop. Qualified applicants should be creative self-starters w/ at least 3 yrs. exp., with 1 yr. catalog experience pref., possess good computer and analytical skills, plus be Web-savvy. Send resume w/salary history to:

jfaber@webexpert.net
or fax 201-539-1273

or mail to:

Audio Book Club
Attn: Jesse Faber
PO Box 2316

Morristown, NJ 07962-2316

Traffic Coordinator

Expanding cable network has an immediate opening in Traffic Department. Individual will handle copy, proofing and reconciliation of broadcast logs, supervision of billboard production and tape library. Candidate should have minimum of 2 years traffic experience. JDS knowledge preferred.

COURT TV

Court TV - Traffic Department
600 Third Avenue
New York, NY 10016
Fax: (212) 692-7863
No phone calls

Advertising Consultant

Advertising Powerhouse with strong industry contacts needed to complement advertiser acquisition for rapidly expanding "On-Screen" ATM Platforms. Commitments in NY, ATL, TX, FL, & CA require immediate assistance to create and execute dynamic plans to keep pace with ATM sites. Experience & industry Contacts must enable access to the highest levels for rapid implementation. No relocation necessary.

Fax resume to:
ATM Communications, Inc.
(562) 498-9188

CREATIVE DIRECTOR

Small fast paced Morris County Ad & PR firm. Exciting B to B, financial, retail copywriting & headline ability. Strategic marketing and proposal writing. Great opportunity, profit sharing - 401K, (no ins. yet). Will consider 4 day work week temporarily. Send resume & salary requirements to:

Pres, BN Group Inc.
13 Emery Ave.
Randolph, NJ 07869

Work as a copywriter and have a life.

[What a concept.]

We're Cornerstone, an award-winning, mid-sized agency that's looking for a copywriter with more talent and brains than stamina and ego. Our ideal candidate is truly a team player who conceives and executes great ads and radio, enjoys an occasional long copy brochure and is looking for an environment that respects great work and the people that make it happen.

Send 5 non-returnable samples, a resume with your salary expectations and the best cover letter you've ever written (no calls please) to:

John Phelan
Cornerstone
519 West Pratt Street, Suite 104
Baltimore, MD 21201

TWO GRAPHIC DESIGNERS

Adweek Magazines is seeking a Promotion Art Director and Junior Designer in their Marketing Services Department. Salary commensurate with experience. Excellent opportunity for high visibility, varied work - promotion pieces, brochures, ads, presentations, advertising sections. Real talent, a must.

Please send resume and three non-returnable samples (xerox copies, ok) to:

ADWEEK Classified, Box 3932
1515 Broadway, 12th fl.
New York, NY 10036

REGIONAL ADVERTISING MANAGER Northeast

Leading magazine with high growth rate and strong client base is looking for a dynamic, independent and ambitious ad salesperson. Ideal candidate has college degree, solid print media sales and agency sales record. Home office situation possible. Excellent compensation package. Be part of a winning team. Send resume to ADWEEK Classified, Box 00403, 1515 Broadway, 12th floor, New York, NY 10036.

MEDIA SERVICES DEPT.

Extremely busy department w/ excellent opportunity for an efficient, motivated media professional. Involvement in planning, buying & trading. Experience in print, out of home &/or barter a plus. Salary commensurate w/experience. Good benefits. Please fax resume w/salary history ASAP.

Please FAX ONLY 212-751-3593
ATTN: Maria Rivera

HELP WANTED

EXCEPTIONAL DIRECT RESPONSE OPPORTUNITIES

**Jump-Start your career at one of the fastest-growing
direct marketing agencies in the country.**

Grey Direct is expanding and we need experienced, highly motivated direct response professionals to join our first-class account services team. Our clients are category leaders in banking, high-tech, telecommunications, financial services, automotive and pharmaceuticals.

ACCOUNT SUPERVISORS

Do you have the desire and experience to run a business? The candidates we seek have at least six years direct agency experience and demonstrated leadership abilities. You must also be a strategic thinker with superior communication and presentation skills. Experience in financial services, health-care, business to business is a plus. Knowledge of database marketing applications is highly desirable. Positions in New York. **POSITION CODE: GDAS1**

SENIOR ACCOUNT EXECUTIVES

Are you an energetic self-starter who's looking for the next level of challenge and opportunity? We are seeking candidates with a strong desire to develop professionally. You must be highly organized with excellent written and oral communication skills, solid day-to-day client management experience and at least 4 years experience in a direct agency. Positions in New York. **POSITION CODE: GDSAE1**

ACCOUNT EXECUTIVES

Looking for a place to prove yourself and grow in the direct response business? We'd like to meet you if you think you can handle a multifaceted position that demands heavy day-to-day client contact, program development and budget management. Ideally you will possess 2+ years direct agency experience, strong high-tech skills and above average verbal and written communication skills. Positions in New York and Seattle. **POSITION CODE: GDAE**

Grey Direct is a subsidiary of Grey Advertising and offers excellent benefits, competitive salaries and--if you have what it takes--tremendous opportunity for advancement.

Please send resume and cover letter (indicate position code) along with salary requirements to:

Ms. Emilie Schaum

GREY DIRECT

875 Third Avenue, 5th Floor
New York, NY 10022

212 303-2300

Equal Opportunity Employer. M/F

VISIT OUR WEB SITE AT WWW.GREYDIRECT.COM

Your job is our job.

Finding you work is what we do. Every year, we fill thousands of interim and contract assignments with hundreds of agencies and companies nationwide. We place all types of experienced marketing, advertising, communications and creative professionals. And some of the jobs turn permanent. So if you're available to work now and live in the tri-state area, send us your resume. And let somebody else work for you, for a change.

Paladin Resource Department
270 Madison Avenue, Suite 201
New York, NY 10016
Fax: 212/689-0881
<http://www.paladinstaff.com>

EOE/M/F/D/V



PALADIN.
INTERIM STAFFING
Chicago • New York
Los Angeles

WE KILL FOR GREAT TALENT *Don't make us come get you.*

POPPE TYSON INTERACTIVE

This dynamic and leading interactive company has challenging opportunities for highly motivated and unique individuals. We are looking for strategic thinkers, strong team players, and self-starters.

Account Services

ASSISTANT ACCOUNT EXECUTIVE

Qualified candidates will be self-starters with strong organizational skills to assist the account team with interactive projects. Individual will have client contact and will help coordinate day-to-day activities on accounts. Must possess strong communication skills. Exposure to interactive media a plus.

ACCOUNT EXECUTIVE

Seeking individuals who are highly motivated and dedicated team players to work in a dynamic and fast-paced environment. Qualified candidates must have project management and client service experience. Strong writing and presentation skills a must. Internet/WWW experience ideal.

ACCOUNT MANAGER

Seeking seasoned individuals with at least 4 years experience in either account services or marketing with an emphasis on interactive media. Must have project management experience. Responsibilities include managing account team, budgets, proposals and strategic plans. Strong writing, presentation and managerial skills a must.

Creative Services

GROUP CREATIVE DIRECTOR

Candidates must have 4 years advertising agency or design firm experience. Qualified individual will provide creative vision and strategic concepts for major interactive projects. Responsible for group budgets and resource allocation. Proven conceptual and visual skills as well as solid strategic orientation required. Strong presentation and managerial skills a must.

ART DIRECTOR

Individuals must have at least 3 years experience in an agency or design firm with emphasis on interactive media. Person will partner with Copywriters to provide creative lead on projects. Will oversee Associate Art Directors and Designers.

ASSOCIATE ART DIRECTOR

Seeking candidates with 2 years experience in agency or design firm with exposure to interactive media. Will work closely with Designers in fulfilling project goals. Ability to contribute in creative group environment.

DESIGNER

Qualified individuals will have at least 1 year experience in agency or design firm preferably with interactive media. Designer must possess strong conceptual skills and deliver visually exciting executions. Will work closely with Art Directors to fulfill project goals.

COPYWRITER

Seeking Copywriter with 1-3 years agency experience to write persuasive copy in a variety of tones and styles. Person will partner with Art Directors to provide creative lead on projects. Ability to think strategically a plus. Knowledge of interactive media preferred.

POPPE TYSON

40 West 23rd Street - 5th Floor, New York, NY 10010
Attn: Human Resources Department
Fax #: (212) 367-4045

SALES PROFESSIONAL NEEDED

Leading trade magazine company has a sales position open. 1-2 years selling experience; an understanding of consumer magazines and cable a plus. Creative thinker, great presenter, hard worker and proven go-getter all required. Pkg. of salary & comm & benefits. Send resume & sal. history:

ADWEEK Classified, Box 3863, 1515 Broadway, 12th fl., NY, NY 10036

HELP WANTED

MISSING YOU!!

We are having fun and you are invited to join us! Your destination will be at a Midtown International Agency with an exciting client roster and a high energy, friendly atmosphere.

Be sure to pack your experience, skills, talent, and enthusiasm.

We are looking for the following adventurers:

New Business Development Mgr.
(Account/Marketing experience)

Account Executive - sports
(retail experience)

Account Coordinator - image package package goods (Career Opportunity)



If you are interested in growing and joining in the fun, mail or fax your resume to:

Publicis/Bloom
304 E. 45th Street
New York, N.Y. 10017
Attn: Human Resources
Fax 212-949-0499

Salary requirements **MUST** be included with your resume.

P.S. Media opportunities also available

VP CREATIVE SERVICES

We want you to take charge of our creative department!

If you're a CD or assistant CD, with the unbridled desire to lead an enthusiastic creative team to new heights, then this may be the opportunity to show the world what you can really do.

G&L Group is a top 20 South Florida ad agency, skilled in Integrated Marketing Communications, with a successful Interactive Marketing subsidiary and account service, new business, and management teams that are second to none.

We are looking for an enthusiastic, hands-on creative genius to take us to the next level, working on and pitching local, regional, and national accounts.

FAX resume to Jim Lobel, CEO
at 954-772-4209

G&L GROUP
ADVERTISING & MARKETING SOLUTIONS

SENIOR COPYWRITER

Top Atlanta ad agency seeks experienced copywriter with well-rounded portfolio. National accounts, print and broadcast.

Fax resume to Marjorie Gippert at Adair Greene (404) 351-1495.

MARKETING

DAY-TIMERS

It could be your time to succeed with Day-Timer Concepts, Inc., the leader in business organizers/planners and time management tools. We are seeking a Promotions Manager to work at our corporate headquarters located 4 miles west of Allentown, PA.

PROMOTIONS MANAGER

Responsibilities include: promotional marketing and communication activities that emphasize the price/value relationship of Day-Timer products in various reseller target markets. Other duties include planning, preparing and implementing overall brand promotional strategy; managing the overall promotion budget; assisting in the development of specs for point of sales displays; and identify, implement and evaluate promotional displays.

Qualified candidates should have strong communication, creative and analytical skills as well as a working knowledge of consumer trade and sales force promotional experience activities. Five years retail, office supply and superstore promotional experience required. Knowledge of merchandising and visual displays.

This position offers excellent benefits including 401(k) and profit sharing programs. Please forward your resume and salary requirements to: Day-Timer Concepts, Inc., M. P. Hausman, 1 Willow Lane, East Texas, PA 18046. EOE M/F/D/V.

1947 **DAY-TIMER** 1997
50th ANNIVERSARY

HISPANIC MARKETING

Soho Hispanic marketing agency seeks motivated, entrepreneurial type to assist with our growth, and potentially become an agency partner. Build your success turning your contacts into new clients, and get attractively rewarded. Fax letter and resume: 718-369-4438.

SENIOR ART DIRECTOR

Top Atlanta ad agency seeks experienced art director with well-rounded portfolio. National accounts, print and broadcast.

Fax resume to Marjorie Gippert at Adair Greene (404) 351-1495.

GET A LIFE!

If you've got 5+ years of experience as a PR Account Manager; if you like developing strategic programs; if you want to work on a mix of industrial and consumer accounts; if you want to work hard but have a life outside of work... mail or fax your resume to:

Jane Kuby, Director

Mason & Madison Public Relations
23 Amity Road
New Haven, Connecticut 06524

Fax: 203-393-4027

FILM & TV JOBS

Entry level to senior level professional jobs in entertainment nationwide (cable & TV networks, film/TV studios, TV stations, etc.). 2x/mo. For info., Entertainment Employment Journal: (800) 335-4335 (818) 901-6330

CAREER SURFING?

www.rga-joblink.com

Roz Goldfarb Associates
(212) 475-0099

HELP WANTED

Advertising & Direct

Account Service.....To 150K
 Traffic Managers.....To 65K
 Creative Directors.....To 160K
 Art Directors.....To 120K
 Agency experience

Public Relations

High Tech Experience

VP's.....To 140K
 Account Supervisor.....To 90K
 Account Executive.....To 55K
 AAE with 1 yr. exp.....To 30K

Brian Phlifer

Cunney & Jospe Staffing Services
 617-367-6665
 Fax 617-523-6665
 Completely confidential

Senior Art Director

FGI, a leading strategic marketing and advertising communications firm, is looking for an exceptional senior advertising art director. Position requires strong conceptual thinking with superior talents in advertising and design. Candidate must have 7-10 years experience, complete Mac fluency, and great work. Must be a good presenter. Client contact experience mandatory. **Send letter, resume and 5 non-returnable samples to: J. Detwiler, FGI, 206 W. Franklin Street, Chapel Hill, NC 27516. No phone calls.** FGI is an Equal Opportunity Employer.

CREATIVE DESIGNER

Award winning Annapolis, Md. agency with national clientele looking for hands-on creative designer with 5 years experience. Position requires thorough knowledge of Macs and related software. Design experience with blue chip service institutions a plus, but out-of-the-box creative most important.

Fax resumes and salary requirements to 301-261-1529

ACCOUNT SUPERVISOR

Great growth opportunity. Small NYC agency. 3+ years package goods exp. \$40-\$60M plus bonus. **Send replies to: Account Supervisor, 244 Madison Avenue, Box 237, New York, NY 10016**

ADVERTISING DIRECTOR BICYCLING MAGAZINE

The world's #1 cycling magazine, BICYCLING Magazine is seeking a creative, energetic, enthusiastic Advertising Director in our Emmaus, PA office. The ideal candidate will have a college degree, several years of advertising sales experience including sales management. Marketing experience will make you an even more desirable candidate. Comfort with Ad budgeting and Computer literacy is important.

Rodale Press offers a pleasant employee-oriented working environment, competitive salaries, on-site fitness, day care, educational assistance, a comprehensive benefits package which includes a 401(k). Send your resume in confidence including salary requirements and a few paragraphs on why you are the best match for this job to:

Human Resources Dept. (A-ADBM)
RODALE PRESS, INC.
 33 E. Minor Street, Emmaus, PA 18098
 E.O.E.

DIRECTOR of MARKETING

Are you looking for a small, fast-growth entrepreneurial and innovative company? Designated as a "growth 100" leading high potential company by the Indiana University School of Business, our company's expansion has provided a need for Director of Marketing, who parallels the spirit of our organization. Your talents and contributions are needed to fuel continued growth by creating innovative marketing programs and promotions while leading an energetic group of marketing personnel.

To do this, you will need 10+ years of consumer packaged goods marketing and management experience with a proven track record of success. An MBA is preferred, but not required. Fluency in Windows and Lotus required. Basic college chemistry is a plus.

ETS offers equity as an ESOP company and provides an excellent range of benefits. Please send your resume and salary history to:

Human Resource Director
 Environmental Test Systems, Inc.
 P.O. Box 4659, Elkhart, Indiana 46514-0659

Advertising

Rock Solid Opportunities.

Prudential is America's largest insurance company and a world leader in financial services. Currently, our fast growing in-house ad agency has the following opportunities available in NEWARK, NJ:

Advertising

Expense Analyst

You will be responsible for designing and maintaining an expense tracking system for the Marketing, Communications, and Advertising Group; preparing cost-benefit analysis; overseeing the maintenance of an invoice tracking system; developing policies and procedures for expense record keeping; preparing reports and presentations to senior management on expenses and providing financial support (budgeting, reporting and analysis). To qualify, you must have experience in financial reporting and analysis. Strong quantitative and research skills are required. You must have strong PC skills including familiarity with Excel and Access, and the ability to work independently and handle multiple tasks. **Dept NPR0076AW**

Account Executive Financial Services

We're seeking a high energy marketing person with depth of knowledge about financial products and services. The ideal candidate has 3-5 years experience as an account executive at a major ad agency working with a blue chip financial services client. **Dept NPR0077AW**

Marketing Writers

We're seeking a couple of energetic writers to produce crisp, high content marketing and advertising materials, including print ads, direct mail, collateral and employee communications. **Dept NPR0078AW**

Technical Support Supervisor

We're seeking a systems support individual with a strong graphic arts background. You must be an experienced troubleshooter, able to run and service equipment, solve network log jams, archive work, and be fluent in both Macintosh and PC protocols. A college degree in computer science or management, or equivalent pre-press/printing operations related is preferred. **Dept NPR0079AW**

Prudential offers very competitive starting salaries commensurate with experience, a comprehensive benefits package, and opportunities for advancement. For immediate consideration, please send a scannable (clean, clear no graphics and unfolded) copy of your resume, indicating position desired by including the appropriate department code listed above, with salary requirements to: Box BHA5879, 437 Madison Avenue, 3rd Floor, New York, NY 10022; Fax (201) 367-8024. **(Only those resumes which include the appropriate department code will be considered.)**



Prudential

We are an Equal Opportunity/Affirmative Action Employer and are Committed to Diversity in Our Work Force.

HELP WANTED

MEDIA WONDERS!**If you possess:**

- A minimum of five (5) years Media Planning and/or buying experience in the General or Hispanic Market
- Strong Spanish-language skills and supervisory skills
- Excellent presentation and communication skills
- Experience with various media platforms such as MM+, CORE Media or related programs
- The need to be challenged and the desire to make an impact in one of the fastest growing markets of the US...

And you want:

- To work with blue-chip clients
- To continuously grow and have advancement opportunities
- To stroll along a famous river...on your lunchbreak...

We'd like to talk to you!

Send your resume to Attn: Human Resources,

SBAN&A, 321 Alamo Plaza, Ste. 300, San Antonio, TX 78205. EOE

Fax: (210) 244-2400 Ph: (210) 244-2300

Sosa, Bromley, Aguilar,
Noble & Associates

Package Designers:

Fisher Design is an internationally recognized design firm specializing in package design graphics and strategy. We work for global marketers on a broad range of diversified consumer product categories. And we're growing.

We need talented packaging designers. Candidates should have 3-5 years of professional experience in package design and brand identity. Applicants must be extremely creative, with excellent conceptual, analytical, and communication skills. Project management experience in a team situation is a plus. Macintosh/Illustrator capabilities are required.

This is a career opportunity to join an exciting, dynamic and innovative firm. Send or fax resumes in confidence to:



Richard W. Deardorff, Creative Director
Fisher Design
2261 Victory Parkway
Cincinnati, Ohio 45206
513. 221. 0464 Fax

WE ARE A LEADING TRADE PUBLISHER CURRENTLY OFFERING THE FOLLOWING OUTSTANDING CAREER OPPORTUNITIES:

ADVERTISING DIRECTOR

Leading MONTHLY TRAVEL publication seeks an accomplished TRAVEL MAGAZINE professional with 5+ YEARS' selling &/OR MANAGING exp. REQUIRES 30-35% NATIONAL TRAVEL. REFER TO CODE AD.

REGIONAL ACCOUNTS MANAGER

ENERGETIC sales prof'l sought to cover EAST COAST sales TERRITORY. MUST HAVE strong sales skills and 1-2 YEARS OUTSIDE sales EXPERIENCE, preferably in high tech publishing field. Minimal travel required. REFER TO CODE RA.

WE OFFER ATTRACTIVE SALARIES WITH EXCELLENT BENEFITS. MAIL OR FAX RESUME WITH COVER LETTER WHICH MUST INCLUDE salary REQUIREMENTS TO: **Sky Box #232-(INSERT CODE), 235 PARK AVENUE SOUTH, 4th flr, New York, NY 10003; Fax: 212-279-3965.**

Equal Opportunity Employer.

DRTV AGENCY SEEKS MEDIA BUYER WHO THINKS LIKE AN ACCOUNT EXEC.

International DRTV agency seeks multi-talented media buyer who works well with clients. Min/5 yrs. experience.

DRTV planning, buying, media analysis, client contact.

Fax resume to 212-226-0974 or e-mail media@go-direct.com

HEADLINE
HEADLINE
HEADLINE
HEADLINE
HEADLINE
HEADLINE

Bold Subhead. Body copy body copy body copy body copy body copy body copy body copy body copy body copy body copy body copy body copy body copy body copy body copy.

Desperately seeking senior writer/ACD. Please send copies of your best work with resume, or call John or Donna at (803)785-4647.

ANDERSON COMMUNICATIONS GROUP

Box 6432 • Hilton Head Island, SC 29938

ACCOUNT EXECUTIVE

Works NY (a small but fast growing company) is seeking a dynamic and talented individual who will be responsible for developing and implementing a marketing plan, maintaining existing accounts and developing new business. A minimum of 2 years sales experience is required, along with a team oriented attitude, the ability to work in a fast paced environment and excellent customer service skills. Mail resume with cover letter and salary information to:

Susan Howard
23 Second Avenue
New York, NY 10003
Fax: 212-777-0974

LORD OF THE COPY JUNGLE

Leading pet products manufacturer seeks creative writer for packaging, ad and brochure copy. Must be highly conceptual, versatile and a team player. Flexible hours; competitive pay. Please send resume and two samples of recent work to

ADWEEK Classified, Box 3948
1515 Broadway, 12th fl.
New York, NY 10036

Reach your ad community in
ADWEEK CLASSIFIED

ACCOUNT EXECUTIVE/ SUPERHERO

Yeah, we're ready to admit we need help. Small, fast-paced full-service advertising agency located in rockin' SOHO seeks an account executive with 2+ years experience to manage diverse fashion accounts that are production intensive. Must be MAC literate, detail-oriented and highly organized.

We are very nice people. We even offer the bottomless cup o' coffee! Please fax resume and salary requirements to:

Sandy at: 212-353-8464

NETWORK RADIO SALES PLANNING

Westwood One Entertainment seeks Network Radio Sales Planner. Ideal candidate will have a minimum of 2 years media experience and will be organized, resourceful, and able to function effectively in a deadline oriented environment. Computer literacy a must. Lotus 1-2-3 preferred. Media planning experience a plus. Send resume and cover letter to:

Sales Planning
Westwood One Entertainment
1675 Broadway, 17th floor
New York, NY 10019
EOE

Classified Advertising Call M. Morris at 1-800-7-ADWEEK

HELP WANTED

The Smart Way To Succeed.

AdSmart is a leading provider of innovative, comprehensive on-line advertising tools and services. We enable companies to capitalize on the Internet as a mainstream advertising medium and we make it possible for ambitious professionals like you to maximize your talents and potential in our fast-paced, supportive environment. The 'Net is the new way to go for advertisers, making AdSmart the place the smart professionals come. Join us.

VP OF SALES/ADVERTISING SALES DIRECTOR - NEW YORK

We seek a dynamic, seasoned, sales executive to head up our sales efforts in two key areas: ad sales and channels development. You will be responsible for managing a geographically diverse ad sales team and for developing sales compensation plans in conjunction with management. The successful candidate will have a track record of building highly productive sales teams in either interactive or print media, and have management skills to assist us in our growth to a multi million dollar company. Direct marketing experience, a high-tech background, Internet knowledge and a demonstrated ability to develop and execute a sales strategy is required.

ADVERTISING SALES ACCOUNT EXECUTIVES - NEW YORK

We are seeking experienced and innovative sales executives for our New York office. To qualify for this challenging position, you must possess 3-5 years' national sales experience in print, broadcast or the internet, or 3+ years' experience at a major advertising agency in a media or account management capacity. Candidates must exhibit effective communication skills, persuasive presentation techniques, and an ability to close sales. Familiarity with the technology industry and the Internet is a plus.



AdSmart

We offer a competitive salary and benefits package. Please forward your resume to: AdSmart Corporation, Attn: Sue Michelinie, 100 Brickstone Square, Andover, MA 01810; Fax: (508) 684-3630; E-mail: smichelinie@cmgi.com.

An Equal Opportunity/Affirmative Action Employer.

RESEARCH PROJECT MANAGER

Interactive Research firm needs Project Manager. Requires related college or advanced degree, 5+ years research experience with supplier, excellent communication skills. Extensive client contact, report writing, qualitative/statistical data analysis and management of ongoing projects will be critical components. Good computer skills and a strong desire to learn about the online environment are required.

RESEARCH ANALYST

Interactive Research firm needs Research Analyst. Requires related college degree. 2+ years research experience, excellent computer/communication skills and interest in the online environment. Great opportunity for smart self starter with growing firm!

ADMINISTRATIVE ASSISTANT

Diversity and flexibility is needed to support research and marketing divisions. Phone management, word processing, email and general office skills are a must. Requires related college degree.

Fax resume to 212-227-8482 or email to bertel@northstar.com

The Vermont Country Store is a 50-year old mail order/retail business located in southwestern Vermont with a strong commitment to excellence. We have two key openings in our Creative Department.

Creative Director

This newly created position will be responsible for the overall management of a growing Creative Department of 10+ people. Exceptional leadership skills, creative/conceptual talent and the ability to take risks that will drive and motivate the creative staff are essential to success in this position. This person must be capable of supervising the creative development of existing and new titles to multiple customer files and must possess the initiative to push the business forward.

Other responsibilities include fiscal management, integration of new technology to meet current and future needs of the department, and development of our Web site.

We need a result-oriented professional with at least five years of proven experience in creative direction in a catalog environment with multiple titles. A strong background in design is preferred. An entrepreneurial outlook, strong personnel management skills and technical abilities are a must.

Graphic Designer

We have an immediate opening for a Designer in our Creative Department. Working with the Art Director, this person will be responsible for the design and production of Green Mountain Mercantile, our 4-color catalog of women's apparel.

Primary responsibilities include page conceptualization, design and production of a total of 8 books annually. Production of several books at one time demands a clear-thinking, efficient, organized design professional who thrives in a team environment and enjoys producing the pages as much as designing them. Technical skills are critical. A positive attitude is essential.

We require 5 years demonstrated design/production experience, with proficiency in Quark Express, Illustrator and Photoshop.

Both are full-time positions with competitive salary and strong benefits packages. To apply, please send your resume, references, salary requirements and a cover letter to: Pam Nemlich, Director of Human Resources, or fax us at (802)362-8250.



The Vermont Country Store®

P.O. BOX 1108

MANCHESTER CTR., VT 05255

FAX: 802-362-8250

USE ADWEEK MAGAZINES TO GET NATIONAL EXPOSURE

HELP WANTED

Fast Paced Beverly Hills P.R. Firm looking for:

Account Executive

Min. 3 yrs. exp. w/ ability to manage multiple projects & events, excellent knowledge of entertainment/lifestyle media

Assistants

Strong writing & comm. skills, WP a must.

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[No Calls Please]

ACCOUNT SUPERVISOR

Expanding Marketing Services/Advertising Agency needs a professional Account Manager to handle blue-chip package goods and healthcare clients. Intellectual horsepower and experience a must. Located in Stamford, CT. Fax resume to:

Tom Hayes
The Senior Network, Inc.
203/975-9078

PRODUCTION BILLING COORDINATOR

Growing NY office of National Ad Agency has opportunity for individual with 2-3 yrs. experience. Agency background required. Datatrack exp. helpful. Send resumes to:

Geri Fortunato
Earle Palmer Brown
345 Hudson St., NY., NY 10014
No calls please.

PROMOTION AES

Leading promotional/marketing services company seeks two detail-oriented professionals with demonstrated ability to straddle both sides of the strategic-creative fence. Strong applied knowledge of promotional marketing for consumer package goods, entertainment products and special events preferred. Superior written and oral communication skills plus strong analytical and conceptual abilities required.

AE, STRATEGIC ALLIANCES

Working with the Director of Strategic Alliances, position combines new business solicitation with management of existing client base. Ideal candidate will have 2+ years experience in tie-in partner negotiation and must be very comfortable with cold calling. Tremendous opportunity for someone with lots of drive and initiative.

AE, ENTERTAINMENT

Position requires a highly organized individual, committed to executional excellence, with some background in entertainment marketing, who can handle clients and go to meetings all by him/herself. We have exciting clients and a terrific opportunity for an entrepreneurial type who knows that impeccable account service is the basis of any successful program.

Send/fax resume to:

Mary Cioffi
GB! Promotions
130 Fifth Avenue, New York, NY 10011
Fax: 212-645-0618

MEDIA BUYING SUPERVISOR

Southwest regional agency looking for an experienced Media Supervisor. Must have knowledge of MM+, ability to think strategically in developing plans for multi-media retail clients plus excellent written and presentation skills.

Interested candidates should fax resume and cover letter to:

Gayle Smiley
Moroch & Associates
(214) 520-6464

MEDIA BUYERS

McCann-Erickson Worldwide is seeking motivated individuals for Buyer positions in the Houston office. Candidates must have experience buying major markets on spot TV and radio. 3+ years required, computer skills a plus. Send resumes to:

McCann-Erickson
750 Third Avenue
New York, NY 10017
ATTN: Maureen McClafferty

COPYWRITER

Philly agency on the brink of going national. Tons of image. Lots of print, TV & radio. Incredible client list. Committed to creative excellence. Got 3 years experience? Got a killer book?

Call Shawn
at The Brownstein Group
215-735-3470

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ADWEEK Classified closes on **Wednesdays at 4:30 p.m.**

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CALENDAR

The Editor & Publisher Co. will hold an interactive **newspapers conference** Feb. 12-15 at the Hyatt Regency in Houston. Contact: 212-675-4380, ext. 314.

Women in Cable & Telecommunications Foundation's "Managing Your Own Career" workshop will be presented Feb. 12-13 at the Hotel Nikko in San Francisco. Contact: 312-634-2330.

Suburban Newspapers of America will hold its **Spring Publishers' Conference** March 2-5 at The Buttes Conference Resort in Tempe, Ariz. Contact SNA headquarters at 312-644-6610.

The Internet and Electronic Commerce Conference & Exhibition, sponsored by the Gartner Group, will be held March 18-20 at the Jacob Javits Convention Center in New York. Contact: 203-256-4700, ext. 115.

Variety magazine and international investment bank Schroder Wertheim will cosponsor a conference entitled **"The Business of Entertainment,"** April 1 at the Pierre Hotel in New York. Keynote speaker: Time Warner ceo Gerald Levin. Contact: 212-492-6082.

The Television Bureau of Advertising will hold its annual **marketing conference** April 7-8 at the Las Vegas Hilton. Contact: 212-486-1111.

The Association of American Advertising Agencies will hold its **annual meeting and management conference** April 9-11 at Turnberry Isle Resort in Aventura, Fla. Contact: 212-682-2500.

Media Notes

NEWS OF THE MARKET

Fox Takes CN Honors

Vanity Fair publisher Mitchell Fox has been named Condé Nast Publisher of the Year by company ceo Steve Florio. The honor goes to publishers whose titles show "steady advertising gains and solid earnings results," Florio said. Fox, who left CN's *Details* for *Vanity Fair* two and a half years ago, has overseen a 40 percent increase in ad pages.

"CBS Corp." Is Official

Westinghouse last week said it will rename its media division CBS Corp., housing the company's television, cable, radio and syndication groups. The renaming will go into effect when Westinghouse completes the separation of its media and industrial units later this year.

Rodale Reshapes Interactive

Rodale Press, publisher of *Men's Health*, *Prevention*, *Runner's World* and other fitness titles, is reorganizing its interactive businesses, Rodale Interactive. Content for *Men's Health Daily* (www.menshealth.com) will overlap more with *Men's Health* magazine, including articles and opportunities to ask questions of editors. The Women's Edge Web site, the spin-off from *Prevention* magazine, was suspended two weeks ago and will by year-end be respun to better fit with the magazine. The site's overall lifestyle focus was not service-oriented enough to be immediately recognized as a *Prevention* publication, Rodale said. Rodale Interactive's revamping is intended to solidify the link between the Web sites and the magazines. A stronger magazine-Internet package will then be presented to advertisers. Previously, advertising for the Web sites and the magazines was sold separately.

Cable Upgrades Announced

Several cable interconnects and cable operators have announced steps to upgrade to digital ad insertion systems. Time Warner Cable picked SkyConnect to provide its system to systems serving 270,000 subscribers in Milwaukee and 30,000 subscribers in Eau Claire, Wis. In nearby Minneapolis, the Interconnect of the Twin Cities selected SeaChange Digital's

SPOT system to handle its digital ad insertion needs. The Interconnect reaches some 450,000 cable homes in the Minneapolis/St. Paul area. SeaChange also inked a \$1.7 million deal to install the SPOT system in Jones Intercable's systems serving 260,000 homes in the Chicago area. Jones is a member of the Chicago Cable Interconnect, which covers 1.4 million cable subs.



Lush Life, with Goldblum, Baker and Whitaker, is one of 10 titles in the Star Power 1 syndication package

MG/Perin Rolls Movies

Independent syndicator MG/Perin Inc. is introducing its first movie package in 10 years. The 10-title Star Power 1 package is being offered as part of a broadening slate of nationally syndicated TV programming from the New York-based distributor. Among the titles is **Ragtime**, the last feature film starring James Cagney. An additional four films, which had previous exposure on the Showtime pay cable network, are being offered on a cash-only basis to TV stations clearing the whole package. Those titles are **Parallel Lives** (an ensemble cast starring Mira Sorvino, Gena Rowlands and Dudley Moore), **The Wrong Man** (John Lithgow, Rosanna Arquette), **Lush Life** (Forest Whitaker, Jeff Goldblum, Kathy Baker) and **Down Came a Blackbird** (Vanessa Redgrave, Raul Julia, Laura Dern). MG/Perin has set October 1997 as the trigger date for the first title (**Parallel Lives**).

Mind Capture

On March 19-20, in Los Angeles, California — The most electrifying ways that people, companies, the public, or even your love interest can be manipulated, influenced or persuaded, will be revealed to a select group of advertising, sales and marketing insiders..

WHAT WILL YOU DO WITH THIS POWER?

By Steve Dworman, President

We are in the "Persuasion Business."

Our success at persuading someone to "buy," directly affects us financially.

Imagine this...what if I told you that there is a set of explosive techniques available, developed at the university level, that have literally proved to be the most powerful tools available for influencing, persuading, and completely motivating someone to do something that they would have never anticipated doing?

INC. magazine recently reported that one of these techniques was used by a new catalog company to increase their sales by an amazing 600% in only a few months!

These are not theories. These are tried and true principles that are demonstrable, under both laboratory conditions and real life situations, to influence people, entire companies, even juries, more powerfully than anything ever before.

Imagine the impact you'll have on your competition, your customers, even your own love interest, when you personally harness this power.

In just two days you'll learn to persuade, influence and change most anyone through a series of remarkable techniques that you can use instantly to achieve results you previously thought impossible.

Uncovered—the most electrifying set of ways that individuals, companies, and the public can be manipulated!

Ask yourself these four questions...If you don't know the answers, you are leaving huge amounts of money on the table, and missing million dollar opportunities!

1. A man enters a men's store to purchase a suit and a sweater. Which should you sell him first to make the greatest amount of money?

2. What "PERSUASION TECHNIQUE" compelled 95% of the nurses tested in a hospital to perform four illegal acts that were potentially deadly and in flagrant violation of hospital policy?

3. What specific set of information told to your customers on the phone will compel them to purchase six times more product from you? This is a proven fact!

4. MCI used this specific "PERSUASION TECHNIQUE" to compel nine out of ten consumers to switch their long distance service. How can you utilize the same principle to reap hundreds of thousands of dollars in your business?

If Coca-Cola had been aware of just one of these

principles, they would not have created the biggest marketing blunder in their company's history. And neither will you.

Barry Diller would not have paid over one million dollars more than he could ever hope to recoup when he purchased *The Poseidon Adventure* for ABC.

USING THESE TECHNIQUES, A SMALLER COMPANY CAN EASILY DEFEAT A LARGER COMPANY. A WEAKER COMPETITOR CAN OVERCOME A STRONGER OPPONENT.

And the beauty is...your targets will never realize that these "HIDDEN PERSUASION TECHNIQUES" are being used on them. They have to assume that they are being overcome by natural forces.

KNOWING THESE PROVEN STRATEGIES, AND HOW TO USE THEM, CAN LITERALLY GENERATE HUNDREDS OF THOUSANDS OF DOLLARS MORE TO YOUR BOTTOM LINE, IN SOME CASES, EVEN MILLIONS!

A person who doesn't even like you can be compelled to purchase twice as much from you! The secret of this Cornell University experiment will be revealed during this two day seminar...but to whet your appetite, it involved using a single can of Coca-Cola™ in a very specific way.

And after failing with two previous attempts, G. Gordon Liddy used this specific persuasion technique to finally secure approval for the Watergate break-in. (For your information, Liddy used the same "Persuasion Technique" utilized by the Boy Scouts to sell candy.)

For the past 20 years, universities from around the world have been quietly conducting breakthrough research on persuasion and influence. What they've discovered clinically is extraordinary! The benefits to you are irrefutable!

Sponsored by my SDE, Inc. and ADWEEK Magazines, on March 19-20, at the Westin Hotel at Los Angeles International Airport, you'll learn the most potent INSIDE SECRETS OF PERSUASION AND INFLUENCE ever uncovered! And you'll learn how to personally master them for your immediate benefit.

DURING THESE EXPLOSIVE TWO DAYS, YOU'LL BE TAUGHT BY THE TOP AUTHORITIES IN THE WORLD!

To begin, you'll experience a rare, full day appearance by Dr. Robert Cialdini.

Dr. Cialdini is the world's foremost expert on influ-

ence and persuasion. He is a Regents' Professor of Psychology at Arizona State University and author of *Influence - The Psychology of Persuasion*, "Among the most important books written in the last 10 years." according to the *Journal of Marketing Research.*

He has privately shared his persuasion skills and insights with: *IBM, Merrill Lynch, Texas Instruments, Kodak, and The Stockholm School of Economics.*

In fact, Dr. Cialdini recently taught the same persuasion techniques you'll learn in closed door sessions at NATO to help them solve a top secret security issue!

Dr. Cialdini will take you by the hand and open your eyes to the most startling findings in the field of persuasion and influence and demonstrate how you can apply them to your business. He'll also share with you the six priceless ways of compelling someone to "buy."

When I personally put these techniques to work, was completely blown away by their power to generate huge financial gains in everything I did!

• Sales from my television commercial doubled just by rewriting one sentence within it!

• My telephone sales have ballooned 257% from 1991 to 1996, by merely adding one element to our sales offer.

• In the past, my sales staff had to chase down every order. Now, customers are not only pursuing us, they are **GIVING US MORE BUSINESS THAN THEY EVER HAD BEFORE!**

• For months, I attempted to negotiate a particular contract without any success. Putting these techniques to work, I closed the deal in a matter of moments with just two simple steps.

• These incredible techniques have increased our sales to such a phenomenally high level, one of our chief competitors was forced to close their doors.

• An associate of mine even used these strategies to represent himself in court. The jury awarded him the maximum amount of money allowed by law!

In addition, by using these techniques, **YOU WILL EASILY ELICIT COMPLIANCE FROM...**

- Your employees
- Your vendors
- EVEN YOUR COMPETITORS!

By using this information you will turn a marginal success into a winner, and a successful campaign into a **BLOCKBUSTER.**

The full day you spend with Dr. Cialdini may literally be the most important day of your business career!

But there's more...

DAY #2: Dr. Stephen Gilligan is one of the world's foremost experts on unconscious communication. He received his degree from Stanford University and currently trains doctors and therapists around the world in conscious communication and Ericksonian hypnosis. He is the author of *Therapeutic Trances*, and *Brief Therapy*.

Dr. Gilligan had the unique opportunity to personally work with Dr. Milton Erickson for over five years.

Erickson was known as the greatest master of unconscious communication and hypnosis for over 50 years. He trains doctors and therapists around the world in conscious communication and Ericksonian hypnosis. He is consistently able to get people to do things that they themselves could have called impossible.

Many who have seen Dr. Gilligan work have called him Erickson's natural successor.

Now, for the first time, Dr. Gilligan will personally take you through the most powerful unconscious techniques of influence and persuasion that have ever been revealed outside the psychological community.

Through powerful demonstrations and examples, he will show you how you can personally harness these methods for your own personal gain and enrichment!

You do not want to miss this powerful all morning session!

Once you have the theory, the techniques, and the examples, you will learn from two extraordinary individuals who utilized these techniques to create vast wealth.

You probably know **Joe Girard** from his tremendously successful BluBlocker® sunglass commercials. But what you may not know is that long before the infomercials, Joe created an enormous fortune with nothing more than a pen and paper. He has utilized print to rake in millions of dollars. He introduced the first "pocket calculator" to the American public through full-page ads in the *Wall Street Journal*. He created the first electronic catalog, *JS&A Products That Think*. And he was the first direct marketer to use an 800 number to take order calls.

He has taught executives the most effective ways to influence and persuade in print, at a fee of \$3,000.00 per person.

Several of them went on to build \$200 million companies!

Why would executives pay this kind of money? Because Joe actually spent years conducting thousands of trial and error experiments to discover the real success secrets of persuasion in print. These experiments alone cost him millions of dollars. His knowledge can save you at least that amount...AND MAKE YOU MUCH MORE!

Whether you're looking to:

- Increase your dollar response from your print advertising;
- Increase the effectiveness of your direct mail campaign;
- Save thousands of dollars by learning what doesn't work in print without spending your own money; or
- Learn how to influence your customer through your correspondence with them, in ways that you never thought possible.

"For marketers, it is among the most important information presented in the last ten years"

— ALAN RESNICK,
JOURNAL OF MARKETING
RESEARCH

This is information that you need to have. Previously, the only way to secure it was for you to attend one of Joe's private seminars costing \$3,000.00. Only by attending these two days will you learn his secrets.

AND FINALLY, THE WORLD'S GREATEST SALESMAN WILL REVEAL HIS TECHNIQUES FOR GENERATING SALES THAT OTHERS CALL IMPOSSIBLE!

Joe Girard is literally the world's greatest salesman! He is listed in the *Guinness Book of World Records* for selling a lifetime total of 13,001 automobiles — all at retail. He sold a record 174 cars in one month alone. **THAT'S AN AVERAGE OF SIX CARS SOLD EVERY DAY!**

No one has ever come close to this astonishing sales record...and there's a reason...

Joe Girard developed a real-world system that is based on research, studies, and theory. Only thing is, he didn't know it when he did it.

He developed the system through trial and error...AND IT WORKS BEYOND BELIEF! HIS SALES RECORD STANDS BY ITSELF!

He'll teach you his powerful secrets in this special closing session. **SECRETS YOU CAN USE**

TO BOOST YOUR REVENUE TO NEW HEIGHTS!

Believe me, when Joe explained his system to me, I was blown away with the applications it has! This stuff really works!

There are so many ways within your company to put these scientifically developed techniques to work, **YOU COULD USE JUST 20% OF WHAT YOU LEARN AT THIS EVENT, AND BE SHOCKED AT YOUR NEWFOUND POWER TO CREATE TREMENDOUS PROFITS FROM OUT OF NOWHERE.**

WHO SHOULD ATTEND FROM YOUR COMPANY?

- Your entire senior executive staff
- Your marketing staff
- Your sales people
- Your customer service personnel
- Your advertising department
- Your legal staff and deal makers

The more people from your company who attend "MIND CAPTURE," the greater the rewards you will reap. And believe me, when you are sitting in the audience getting brilliant flashes of inspiration... **YOU WILL WISH THAT YOUR ENTIRE ORGANIZATION WAS THERE TO PUT THESE TECHNIQUES INTO PRACTICE IMMEDIATELY!**

If your competitors attend, don't give them the opportunity to master these powerful persuasion techniques...and then master you!

Space is extremely limited. Don't miss this ONE TIME OPPORTUNITY!

A PERSONAL NOTE: Six years ago, I didn't have a dime to my name. During these past six years I was personally guided by each of these extraordinary men. Through working with them, learning from them, and putting their knowledge to good use, I prospered personally and in business beyond my wildest dreams. I want you to have the same incredible opportunity that I had. That's why I've personally brought these four remarkable individuals together for this one time only event.

MY PERSONAL GUARANTEE TO YOU: If for any reason you or any of your staff do not find this THE MOST IMPORTANT INFORMATION YOU'VE EVER RECEIVED AT A CONFERENCE by noon of the first day, I'LL GIVE YOU A 100% REFUND OF YOUR REGISTRATION FEE ON THE SPOT!

Fee: Individuals from all over the world have paid \$8,000.00 to hear Dr. Cialdini speak alone. Your cost for the entire seminar is only \$1,495.00.

Early Bird Discount: Register before February 28th, and your cost is only \$995.00. THAT'S OVER A 33% DISCOUNT FOR EVERYONE IN YOUR COMPANY! (There are additional discounts for five or more people.) This event will sell out quickly.

THESE SPEAKERS WILL NEVER APPEAR TOGETHER AGAIN!

March 19-20, The Westin at Los Angeles International Airport.

**Call Julie @
310-472-5253**

to register or for additional information

THE CONFIDENTIAL INFORMATION PRESENTED AT THIS CONFERENCE IS LIMITED TO ATTENDEES ONLY. ALL ATTENDEES ARE REQUIRED TO SIGN A CONFIDENTIALITY AGREEMENT.

Stop and consider the amount of money that you spend on marketing or putting a sales campaign into action. IF YOU DON'T USE THE POWER OF THESE AMAZING PERSUASION SECRETS IN EVERY ASPECT OF YOUR BUSINESS... YOU ARE THROWING YOUR MARKETING MONEY DOWN THE DRAIN!

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**STEVE DWORMAN ADWEEK
ENTERPRISES, INC. MAGAZINES**

Media Notes

CONTINUED

Block Joins Marquee

Curt Block has been hired as vp of media relations for New York-based Marquee Group, a TV production, management, marketing and public relations company serving the sports, news and entertainment industries. Previously, Block served Marquee as a consultant. Prior to working for Marquee, Block had worked for NBC as vp of media relations.

DirecTv Offers Ag Exclusive

DirecTv, the leading digital satellite provider in the U.S., will launch a service that will be available only on its system. Channel Earth, which is chaired and hosted by Orion Samuelson, a well-known farm broadcaster with WGN-Tribune Broadcasting, will provide farmers, ranchers and rural consumers with agricultural data, information and updates. Channel Earth begins programming in March.

Hagopian in at InterZine

Tom Hagopian, a former vp and general manager of ESPNET, was named president of InterZine Productions, a sports-content-driven new media company. Hagopian launched ESPNET's SportsZone, a coproduced Web site between ESPN and the Starwave Corp. At InterZine, he will expand marketing and programming of the existing *iGOLF*, *iSKI* and *The Sports Business Daily* sites as well as develop content for new sites.

Horowitz Leaving GGP for TWI

Robert C. (Bob) Horowitz, one of the founding executives of San Francisco-based sports event marketer and television producer/syndicator Golden Gate Productions (GGP), has been named

senior vp of New York-based Trans World International. Horowitz, who will exit as president of GGP on March 1, joins TWI to head development of sports programming and distribution ventures. TWI is a division of IMG (International Management Group), the management and marketing firm that represents a wide variety of sports and entertainment celebrities, including golfer Tiger Woods and violinist Itzak Perlman.

Cella Takes on More at McCann

McCann-Erickson has restructured its \$1 billion national broadcast group. William Cella, executive vp of broadcast and programming for McCann North America, takes over all national TV media, including network, cable and syndication, for all McCann clients. He takes over the reins from Joel Segal, the former executive vp/director of national broadcast, who now



Cella's role expands at McCann

becomes executive vp/special projects director worldwide. In a related move, Donna Wolfe is being promoted from senior vp/director of national TV negotiations to executive vp/director of national broadcast, reporting to Cella.

Telemundo, NBA Strike Deal

Miami-based Telemundo Network and NBA Entertainment announced a programming agreement last week that will allow the Spanish-language network to air non-game programming, such as *NBA Jam*; the



Spina becomes SRDS' vp and group publisher

from 1-800-FLOWERS Inc., where he was vp of business development and corporate services. Over the course of his career, Spina has worked as publisher of **The Family Handyman**; vp and gm of Gannettwork, a division of the Gannett Co.; director of ad sales and marketing for **The National** sports daily; and New York divisional sales manager for **People**.

SRDS Taps Spina

Peter A. Spina last week was named vp and group publisher of SRDS, publishers of resources for media professionals and interactive media production and planning tools. Spina will be responsible for the company's sales and business development activities. He joins SRDS

NBA celebrity-studded, youth-oriented *TeamUp Celebration*; and NBA public service announcements. Telemundo has owned and operated stations and affiliates in 57 markets and reaches 85 percent of U.S. Hispanic households.

Rochester Papers to Merge

In June, Gannett's 79-year-old Rochester, N.Y., *Times-Union*, an afternoon daily, will merge with Gannett's Rochester morning paper, the *Democrat and Chronicle*. *Times-Union* circulation is 45,500, while *Democrat and Chronicle* circulation is 142,500 and 249,500 on Sunday, when the *Times-Union* is not published. About 36 full-time jobs will be lost when the afternoon paper folds.

KCTS Tests Digital Signal

Seattle's KCTS-TV, a PBS affiliate, has begun transmission with an experimental digital TV transmitter. The transmitter, built jointly by Harris Corp. and Westinghouse, will be used to send out a low-power signal to conduct transmission propagation tests and will allow the manufacturers to test and refine their products under actual broadcast conditions.

4As Nominates Chairmen

The American Association of Advertising Agencies advisory council has announced its nominees for chairman and vice chairman: Current vice chairman Ralph Rydholm, of Euro RSCG Tatham, has been nominated for chairman, and Patrick McGrath, of Jordan McGrath, Case & Taylor, has been nominated for vice chairman for 1997/98. Elections will be held on April 9.

Friedman Opens Marketing Co.

Douglas Friedman, senior vp of creative services for New World Communication Group's recently shuttered Genesis Distribution syndication division, has founded Malibu Marketing Inc. Located in Calabasas, Calif., Malibu has already been retained by Pioneer Entertainment, a division of Pioneer Electronics, and Twentieth Television.

Bohle Strikes Gold

Cable marketing communications veteran Bob Gold recently joined L.A.-based marketing firm The Bohle Company as executive vp. Gold brings cable and technology clients from the firm he opened when he left Prime Sports Los Angeles as vp/marketing communications.



The 1997 ICON Awards for Technology Marketing

Monday, March 24th, at the ANA Hotel, San Francisco

Cocktails at 6:00 Dinner and Awards at 7:00 Guest star presenters: Penn and Teller

Join us at the 1997 Marketing Computers Icon Awards Dinner at the ANA Hotel, 50 Third St. (between Market and Mission), San Francisco, California.

Name _____
 Title _____
 Company _____
 Address _____
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 Phone _____ Fax _____
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Please reserve: _____ seat(s) or _____ table(s)
 (\$100/person, \$1000/table of 10).

Enclosed is my check for the amount of _____
 Please make checks payable to Marketing Computers Icon Awards.

Please charge my: VISA MC American Express

Card Number _____ Expiration Date _____

Signature _____

For additional names, please photocopy coupon and enclose with payment.

Please RSVP by Monday, March 12th

Send to: Alexandra Scott-Hansen, Marketing Computers, 1515 Broadway, 12th floor, NY, NY 10036. Or fax to Alexandra at 212-536-5353.

For more information call, 212-536-6588 or e-mail ascott-hansen@adweek.com.

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MC
 MARKETING COMPUTERS

BIG DEAL

U S WEST YELLOW PAGES

Agency: Grey Advertising, Los Angeles

Begins: Now

Budget: \$15 million

Media: TV, radio, newspapers, outdoor

A new image campaign for U S West Yellow Pages introduces the new name U S West Dex Yellow Pages to consumers in 14 Western and Midwestern states. (Dex is short for directory expert.)

In its introductory TV spot, "The Big Sweep," a well-worn directory covered with doodles is transformed into a new U S West Dex Yellow Pages. Via special effects and animation, a janitor sweeps the scribbled directory clean. The letters swirl around in the air, then become incorporated into the new Dex logo, which consists of a man holding a magnifying glass.

"You'll look at the Yellow Pages in a whole new way. But one thing will remain the same: It will be the one you use," says a voiceover. The tagline is: "U S West Dex. Your directory expert."

"The campaign is groundbreaking both for the category and for the task of brand introduction," said Grey creative director Robert Giaimo. "While virtually impossible to do just a few years ago, the combination of live action, special effects and animation resulted in a spot that is believable, yet uniquely memorable."

U S West executives decided a year ago to revitalize the directory brand to better position it against competitors. Company research showed that consumers viewed the U S West Yellow Pages as reliable but generic.

"It successfully links the new brand to the trust and familiarity associated with the old brand," said Lea Long, director of marketing communications for U S West Dex in Englewood, Colo., a division of U S West. "Grey's campaign helps differentiate U S West Dex now and positions the company for the future."

The first spot broke in Minneapolis and Tucson, Ariz., last month and will run in other U S West markets this year and in 1998. The campaign includes radio, newspaper and outdoor ads as well as painted buses, bus panels and messages painted on walls. —Angela Dawson

Real Money

ADVERTISING ACTIVITY IN THE MEDIA MARKETPLACE

LOUIS RICH

Advertiser: Louis Rich Inc.

Agency: Foote, Cone & Belding, Chicago

Begins: Now

Budget: \$5-10 million

Media: Print

This month marks the rollout of a new year-long print campaign for Kraft Foods' Louis Rich Co. line of sliced meats that gives the brand some visual pizzazz with the clever placement of sandwiches in photos. For example, in a two-page spread ad, the combination of a foot-long submarine sandwich in the foreground conceals the car from which a man is waving, making it appear that he's driving the sandwich.

The theme carried on all executions is "Louis Rich. What'll you make of it?" and each ad contains a recipe for the sandwich shown.

Madison, Wis.-based Rich spent approximately \$5 million last year on a mix of television and print, according to Competitive Media Reporting, a sharp decline from \$14 million in 1995. This year's campaign will nearly double spending but will use print alone.

Kraft's Oscar Mayer is the \$2.8 billion sliced meats category leader, with a 25.6 percent share in 1996, according to Information Resources Inc. Louis Rich holds the No. 4 spot (behind private label and ConAgra) with a 10.4 percent share of sales last year. —Scott Hume

LOUISIANA TOURISM

Agency: Peter A. Mayer Advertising and Partners, New Orleans

Begins: March

Budget: \$5.5 million

Media: TV

Louisiana's first new state tourism advertising campaign in three years kicks off next month, managed by a four-agency group including lead agency Peter A. Mayer Advertising and Partners and G. Mc & Co., both of New Orleans; The Graham Group of Lafayette, La., and Judy Williams & Associates of Shreveport, La.

The campaign, one of the 10 largest tourism efforts in the nation, according to Mayer, will run in regional markets.

The latest ads carry a fresh tagline that urges tourists to "Come as you are. Leave different." Three 30-second TV commercials and one 60-second version show people hanging around the house of an antebellum plantation or taking a drive on riverboats or streetcars, and mountains of crawfish instead of forest-covered hills. Each spot ends with an Internet address.

Said Mayer creative director Dee Smith: "The new concept is the notion that things you do everyday everywhere else are more intrinsically interesting when you do them in Louisiana."

The new campaign will run initially throughout 1997. —Janet Plume



New spots tout Louisiana's charms

ROLLERBLADE

Agency: Goldberg Moser O'Neill, San Francisco

Begins: Now

Budget: \$10 million

Media: Print

A series of three print ads broke last week in February issues of in-line skating magazines as part of a new campaign for Minneapolis-based Rollerblade. These executions, designed to tap into Generation X attitude, are the precursor to a national TV campaign slated to air in the spring, according to GMO officials.

The new Rollerblade ads target teenagers and children as young as six. GMO is calling on its experience crafting irreverent video games ads to reach the young consumers. Budgets tended to be small for those game accounts, however, whereas Rollerblade's billings and global reach will give the agency a chance to show its edgy creative capabilities to a much broader audience, said Fred

CMR TOP 15

A Weekly Ranking of the Top Brands' Advertising in Network Prime Time

Week of Jan. 20-26, 1997

Rank	Brand	Class	Spots
1	BURGER KING	V234	34
2	WENDY'S	V234	32
3	SPRINT LONG DISTANCE--RESIDENTIAL	B142	26
4	KFC RESTAURANT	V234	18
5	BOSTON MARKET	V234	17
	H & R BLOCK TAX SERVICE--CS	V213	17
7	ALASKA--VIDEO	H330	16
	AMERICAN DAIRY ASS N.--MILK	F131	16
	TARGET DISCOUNT STORES	V324	16
10	NEW LINE--IN LOVE & WAR MOVIE	V233	15
	NYQUIL--LIQ COLD REMEDY	D212	15
	OLIVE GARDEN RESTAURANT	V234	15
13	1-800-COLLECT	B142	14
	INFINITI TRUCKS--QX4	T118	14
	MENTADENT--TARTAR-CONTROL TOOTHPASTE	D121	14

Ranked in order of total spots. Includes ABC, CBS, NBC, FOX, UPN and WB. Regional feeds are counted as whole spots. Spots indexed to average spots for all brands advertising in prime time, i.e., if McDonald's Index=1308, McDonald's ran 1208 percent more spots than the average. Source: Competitive Media Reporting

Goldberg, agency chief executive officer.

Like the print work, the TV spots are slated to use the client's new tagline: "Stay tuned."

The most daring placement in the print campaign is in *Daily Bread*, a hard-core skating magazine that scorns large corporate skate makers such as Rollerblade. Beneath a large reproduction of Rollerblade's logo is the statement: "Jeez, running an ad in here makes us feel like the cute, skinny guy in prison," referring to a vulnerable inmate that prisoners could victimize.

GMO will use a similar tone and unconventional approach in its first TV ads for the launch of Coca-Cola's Citra soft drink, sources said.

Art director Terry Rietta and copywriter Paul Carek worked on the Rollerblade campaign under the tutelage of creative director Brian O'Neill. —Joan Voight

WEAREVER AIR

Advertiser: Mirro Inc.

Agency: Liggett-Stashower, Cleveland

Begins: Now

Budget: \$3-5 million

Media: TV, print

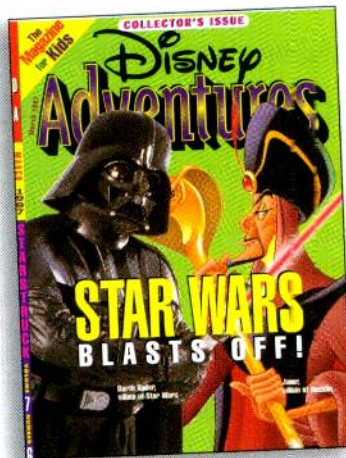
Cookware marketer Mirro Inc. next week breaks humorous TV spots extending its Wearever Air brand.

Introduced last year as a brand for baking sheets, the Wearever Air name has been expanded to skillet, casseroles and other stovetop cookware. TV spots suggest new uses for old cookware after people switch to Wearever Air. These include a frying pan recycled as a birdbath and a Dutch oven used as a dog's dish.

Print ads, breaking this month in cooking and lifestyles magazines, take a more straightforward approach, contrasting foods burned on other pans with better results from Wearever Air. "With the print, we have a more epicurean audience, so we were able to take a different approach," said Lynn Lilly, Liggett senior vp and creative director.

Manitowoc, Wis.-based Mirro spent approximately \$1.5 million on media advertising in 1996, according to Competitive Media Reporting. Spending will be higher in 1997, Lilly said. —Scott Hume

Disney Adventures



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Media Person

BY LEWIS GROSSBERGER



Gothamite@aol.com

Please Health Me

AT FIRST GLANCE, *MEN'S HEALTH* LOOKS LIKE A good idea. After all, healthy men is a concept most people can support. Nobody wants to see a legion of pale, cadaverous lumps wheezing around the streets, demoralizing children and scaring dogs. ¶ The question, though, is how far are we willing to go to achieve this goal? Specifically, are those of us unfortunate enough to be men prepared to spend the time necessary to read and remember—not to mention acting on—the contents of a magazine crammed to bursting with “tons of useful stuff,” as its cover boasts every month? Whenever

Media Person tries it, he gets a headache, which would seem to subvert the whole point. How much advice on exercising, eating, dressing, copulating and bowtie-knotting can the average slob absorb before his poor brain explodes?

Media Person remembers a time when men's magazines were very different. Once they were essentially about reading virile literature and looking at pictures of naked women. All you had to do was sit there and be entertained. It was wonderfully passive. It was downright relaxing. Not any more.

Nowadays the successful men's magazine insists that you get off your lazy butt and start crunching your abs and pumping your thighs. While you're at it, the mag will also instruct you on every other facet of your daily life. Apparently, the editors have found out (through painstaking research, no doubt) that you, should you be male, are a complete ignoramus. Your head is empty and needs to be crammed full of basic-survival briefings before you dare stick a toe out of bed in the morning.

And *Men's Health* is perhaps the most successful men's magazine of the '90s. In eight years, it has grown from a circulation of zero to 1.3 million with ad pages bounding upwards as well. Without question, the finan-

cial health of its owners is robust indeed.

Firmly rejecting the grounings of certain media cynics that the magazine's arrival is about nothing more than preening peacockery, Michael Lafavore, *Men's Health* editor, recently wrote, “I think something important is being overlooked here...We're actually starting to take care of ourselves. We feel better than ever.”

Speak for yourself, sir. Sizable segments of

Nowadays the successful men's magazine insists that you get off your lazy butt and start crunching your abs and pumping your thighs.

the population are in fact feeling worse than ever, including the rarely mentioned multitudes who retired from the gym in bitter disillusionment after injuring some vital body part there, the naturally lazy who now experience guilt and shame every time they pass a newsstand and the poor, frustrated wretches who still don't look like Calvin Klein models despite decades of crunches and squats. And if we're taking such good care of ourselves, please explain, if you can, the sudden explosion of artery-assassinating steakhouses catering to Brando-sized individuals who insist on filling the room with lethal fumes from immense stogies illegally imported from Cuba? What the hell is that all about?

Still, it is a truism that good health is

important, especially for people who plan to stay alive more than a month. That is why so many American men have begun religiously following the tips offered by *Men's Health*. The only drawback they report is that by the time they've finished doing everything the magazine advises them to do, they're utterly exhausted, the day is over and it's time to start all over again.

Consider exercise alone. *Men's Health* flings at you more workout tips, large and small, than there are rocks in the Rockies: Pullups are just about the best exercise, so get yourself a pullup bar. To raise your HDL (good cholesterol) level, you must run at least 10 miles a week. To get the most out of your workout, first warm up with aerobic activity to get your blood pumping. To minimize lung shrinkage due to aging, take deep breaths several times a day. Instead of one daily workout, break it into two short workouts. Keep a strip of rubber resistance tubing handy so you can whip it out and do a few exercises during the day. Press your tongue against the roof of your mouth while you do crunches. Tone up your whole body with a one-handed dumbbell clean-and-jerk. Do these six simple exercises to condition yourself for snow shoveling and other winter activities. Do this simple, two-

step stretch regularly to keep limber. Try these eight top exercises for unbelievable abs. Try martial-arts workouts.

Try cross training. Try interval training. Drink plenty of water or you'll dehydrate and die.

Got all that? Think you can work it into your schedule?

Media Person hopes so because that's from just two issues. And he hasn't even covered *Men's Health's* voluminous recommendations on what to eat, where to vacation, what kind of socks to wear, how to avoid making your boss angry and how to wield your procreative organ without causing injury or mass panic.

One dark suspicion Media Person has about all this: What if every year *Men's Health* is really running the same 8,600 tips but cleverly repackaged to avoid detection? Would anyone notice? ■



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Source: N11 Average Audience estimates and Nielsen Client Curve System, 10/31/96-11/27/96, M-F 7:30a-8:30a and 3p-5p, Sat. 8a-12pm, all Fox Kids Network programming
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